FINAL REPORT

Review of Labour Market Information

Project No. 414/97

Review Team
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1.0 INTRODUCTION

The Internal Audit Bureau conducted a first audit of the Labour Market Information (LMI) in 1993 and concluded that many obstacles needed to be overcome before national LMI products supported by national systems and standards could be achieved.

Between then and 1998, Work Force Adjustment, Program Review, the implementation of a new Service Delivery Network and of the Employment Benefits and Support Measure and finally the Labour Market Agreements have all had an impact on the production and delivery of LMI.

In the past few years, the Information Strategy group of the Human Resource Development Branch (HRIB) has started to define and develop a series of national common labour market information products supported by a National Labour Market Information System (NLMIS) and distributed internally and externally mainly through the Internet. Each product includes a number of pre-determined information elements, such as occupational titles and codes, nature of work, employment trends/outlooks, for a total of 42 elements.

The initial objective of the present review was to provide the ADM, Human Resource Investment Branch and the Regional Executive Heads with a description and assessment of the Labour Market Information produced at the regional and local levels and of the Labour Market Information Service and its supporting systems.

This objective was later adjusted because a comprehensive national knowledge of what was being produced by HRDC (i.e. inventory/supply) or what was being used (i.e. demand) was missing. In addition, the nature and extent of local ad-hoc production by Labour Market Information Analysts in the HRCs and the current status of development of the national common products was not clear.

More fundamentally, there seemed to be a general assumption that HRDC's Labour Market Information as it was currently being developed was needed. However, despite some general studies conducted by the Information Strategy Working Group on the use of their information products, including LMI, we found no evidence that a thorough needs assessment had been made to support this assumption, at least in the past few years.

Are the new LMI products being developed addressing the genuine needs of actual or potential clients? If there is a need, is the information already available from other sources? These questions must be addressed before assessing the products themselves. Recently, in a document entitled Practical Vision and Action Plan, the Information Service Working Group wrote:

103-01700/

> "On the other hand, there is a strong view, that is widely shared, that we proceed carefully and strategically in setting information priorities, taking inventory of existing products, identifying gaps and duplication, and assessing as objectively as possible the most pressing needs of the different target audiences and the most cost-effective way of addressing those needs."

IAB, in conjunction with the LMI coordinators and external consultants, undertook to create, using internal and external surveys and focus groups, an inventory of the LMI production (the supply) at the regional and local levels and to determine to what degree LMI was used, and by whom (the demand). Combined, the two surveys would also provide some insight on where the supply and the demand coincide, where there is a demand but no supply, and where there is a supply with no visible demand.

Although technically speaking Labour Market Information does not include job banks, job exchange and other HRDC publications such as Job Futures, they were included in the surveys to cover the whole range of labour related information services offered by the Department. (Detailed results have been provided to the Labour Market Information Services Group (LMISG)).

2.0 RESULTS OF THE SURVEYS AND FOCUS GROUPS

The following is a synthesis of the results of surveys and focus groups undertaken.

The "Supply" Side

On the "supply" side, the main findings are that the production of LMI is widely spread and that the development of the national common products varied considerably between the regions. Labour Market Information is available to clients using a variety of mediums including verbal, printed copy, electronic copy, diskette, e-mail, the Intranet and the Internet.

To facilitate the dissemination of the common Labour Market Area (LMA) LMI products via a national LMI website, a National system has been developed. The products distributed by each Labour Market Area using the system varies in number and scope however. In addition, most Labour Market Areas have developed independent websites which include an LMI component. These sites are used to disseminate LMI information not found on the National system but, in many cases include copies of the information disseminated via the National system.

More specifically, the survey, interviews and net research revealed the following situation:

- there are well over 100 different types of information being included in a variety of products, many of them being ad-hoc information prepared for a specific internal (generally an HRC manager for planning purposes) or external clients;

- important efforts are being placed on the production of national common products but the pace is irregular between regions, as shown in the following graph:

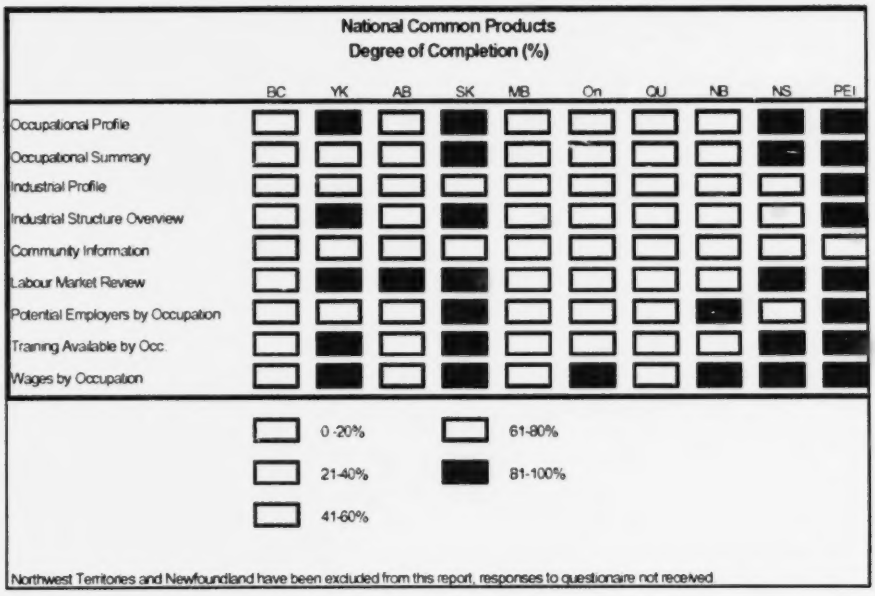


Figure 1

- it is to be noted that at the time of the survey, Industrial Profiles, Wages by Occupation and Training Availability by Occupation were not yet being developed as national common products as such. The review shows, however, that several of their elements were already present and available in some regions, and for that reason, appear in the table above.

- some of the products, either entirely or elements thereof, contain repackaged information from other sources, such as Statistics Canada or Chamber of Commerce publications. In other cases, products are a "local" or "regional" version of a national HRDC products such as Job Futures produced by Applied Research.

- although always relating to LMI, there is little consistency in the design and types of information provided by the National, Regional and HRCC Internet sites;

- several third party sites on the Internet offer job exchange services or Labour Market information, such as the Monster Board, which includes employer profiles, or the Canadian Job Catalogue which offers both job seekers and employers comprehensive information and services...and a link to HRDC.

The "Demand" Side

The "demand" side of the equation was inventoried through a survey conducted by IAB in collaboration with the LMI national and regional coordinators, and focus groups conducted by an independent consulting firm (Compas). Survey participants were selected from lists of persons or organization identified by the LMI coordinators as users or targeted clients for the LMI. The focus groups included persons who were registered as recipients of EI benefits or user of employment services, employers and service providers.

Focus Groups Findings

The following is a direct transcript of the conclusion to the focus testing of HRDC Labour Market Information by Compas Inc. As indicated in the report: "this research is qualitative in nature, not quantitative. As such the results provide an indication of participants' views about the issues explored but cannot be generalized to the full population of job seekers, employers or service providers".

A copy of the entire report is available on request to the LMISG.

> *One of the main conclusions to be drawn from this research is that there is little demand for labour market information at present among employers and people looking for work (or considering a job change). Job seekers tend to have a relatively narrow perspective about the type of information they need to help them find a job. Moreover, most do not have a need to select a new career (even those looking for work), so have no need for information that would help them do this. As noted, the main preoccupation of employers in this area is for assistance that would support their recruitment efforts; they see little need for much else in the area of LMI. In both cases, most people have only a vague awareness and understanding of the type of LMI that is available, and lack understanding about how it might help them. Few look for LMI, few use it.*

Clearly, awareness is a key issue. Improving LMI products is of little use if people are not aware of what is available, or how it will benefit them. Improved communications to increase awareness is not a side concern, but rather a key requirement.

As we found with the study on the department's information services strategy, HRDC needs to recognize that clients' perceptions of their information needs are often significantly more narrow than the department's perspective on the matter. If HRDC wants more people to use LMI, there is a need for the department to provide education, not just increased awareness – education about what is available, and particularly about how the information can be useful to them. Otherwise, many clients (or potential clients) will simply not know what information to look for, let alone where to obtain it. This is true even of people who have recently used an HRCC, most of whom were not informed by staff about the LMI that is available to help them find work or plan their career. This also suggests the need for HRDC to review staff training and procedures with clients who are potential LMI users.

Other communications-related issues include:

⇒ *Increasing numbers of job seekers will no longer go to HRDC offices as a result of a variety of factors (e.g. third party delivery, etc.). This suggests the need for greater reliance on partners to talk about and deliver HRDC LMI. That is, to go where the people are, because they will not seek out HRDC. This is also true of employers; and*

⇒ *Job seekers that are most at risk (i.e. less education, training, literacy) appear to be the ones least likely to use LMI. These people are more likely to have a narrow view of the type of information that would help them find work or plan a career – typically, job listings only. However, this group may also be most in need to rethink their career or work future. This speaks to the need for efforts to target this group, which might most effectively be done through community partners.*

With respect to the LMI products that were tested, the occupational profiles were the only ones that generated high levels of interest and support. After this, interest drops off considerably – to the point where many question the value of, and HRDC's role in producing, each of the other products. There was little recognized need for the industrial profiles, which many viewed as overly elementary or basic. There was also little need for the community profiles, which many saw as duplicating the efforts of others and to be of value mainly to people thinking of relocating. Moreover, increased resources are needed to make the profiles more useful by filling in the many holes that were identified. Similarly, the labour market review also generated mixed reaction.

Clearly, HRDC needs to weigh the level of resources devoted to the production of these products against the limited demand for and interest in them (excluding the occupational profiles). It was apparent that employers in particular often see little of value to them in this type of information.

As well, we offer the following observations for HRDC's consideration:

⇒ *On many occasions, participants suggested that HRDC work in partnership with other stakeholders to produce the products (e.g. business/trade associations, local development organizations, service providers, etc.). This was seen to be both cost-effective, and to result in superior information;*

⇒ *Related to the above, minimize duplication with other organizations, including Statistics Canada;*

⇒ *Recognize that not all job seekers or employers need LMI. Some people simply have no need for this type of information for a range of reasons (e.g. careers are set, no opportunity for further education, straightforward recruitment requirements, etc.);*

⇒ *With respect to the production of LMI products, ensuring that the information is up-to-date is one of the most important requirements. As well, greater clarity and precision in labelling and more use of graphical elements (bullets, graphs, etc.) is needed, as is the rounding out of the information through filling in some of the holes identified by participants;*

⇒ *Much of the information in the occupational profiles could be produced nationally (e.g. related job titles, duties, etc.). This may*

be true to a lesser degree about the industrial profiles (e.g. main description of industry). As such, it would appear to be cost-effective to have core information produced by NHQ, and other sections generated locally; and

⇒ *Should HRDC continue to produce community profiles, this information should be accessible through the department's Mobile Workers Website.*

Survey Findings

For the survey, IAB was advised by the LMI coordinators not to ask questions on the National Common Products, which were still not familiar to most actual or potential users, but rather on the various elements of labour market information that are or will be included in the National Common Products. Surveys questionnaires were sent to known or potential users of LMI such as employment service providers, career counselors and employers. Respondents were asked if they used the various elements and if not, why not. They were also asked to rate their satisfaction and/or indicate reasons for not using it. General comments or suggestions for improvement were also solicited.

The interpretation of the survey results was complicated by the lack of a common and consistent labour market information terminology but the analysis of the results could still be done.

Grouped under three categories of information, Occupation, Industry and General, survey respondents were asked if they used the various elements of labour market information found in the National Common Products. Results provide an indication of the pattern of use and consequently, the relative demand for the information among the sample groups. Usage by 67% or more of the sample group was categorized as high demand, less than 67% but more than 33% was considered moderate demand, and 33% or less as low demand for the information.

These findings are presented graphically in the next 3 pages.

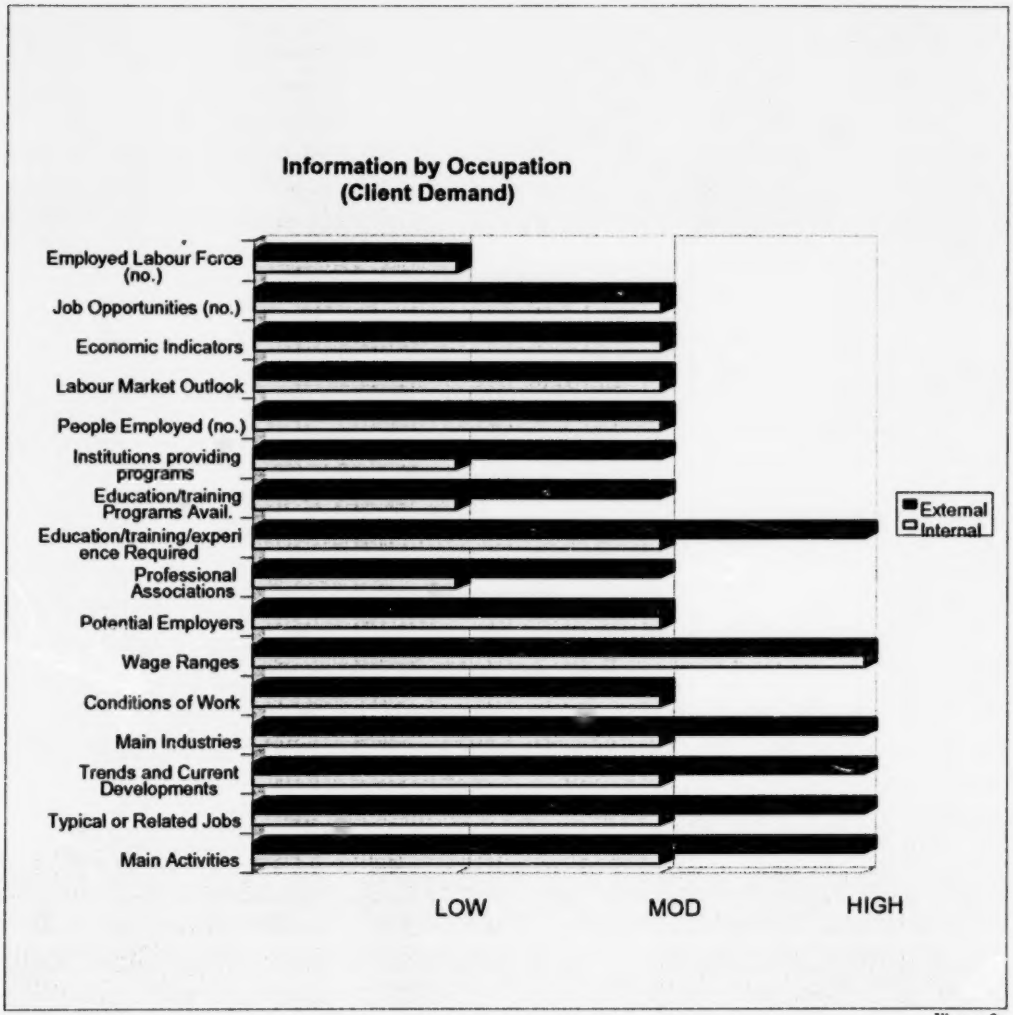

Information by Occupation
(Client Demand)
Employed Labour Force (no.)
Job Opportunities (no.)
Economic Indicators
Labour Market Outlook
People Employed (no.)
Institutions providing programs
Education/training Programs Avail.
Education/training/experience Required
Professional Associations
Potential Employers
Wage Ranges
Conditions of Work
Main Industries
Trends and Current Developments
Typical or Related Jobs
Main Activities
External
Internal
LOW
MOD
HIGH

Figure 2

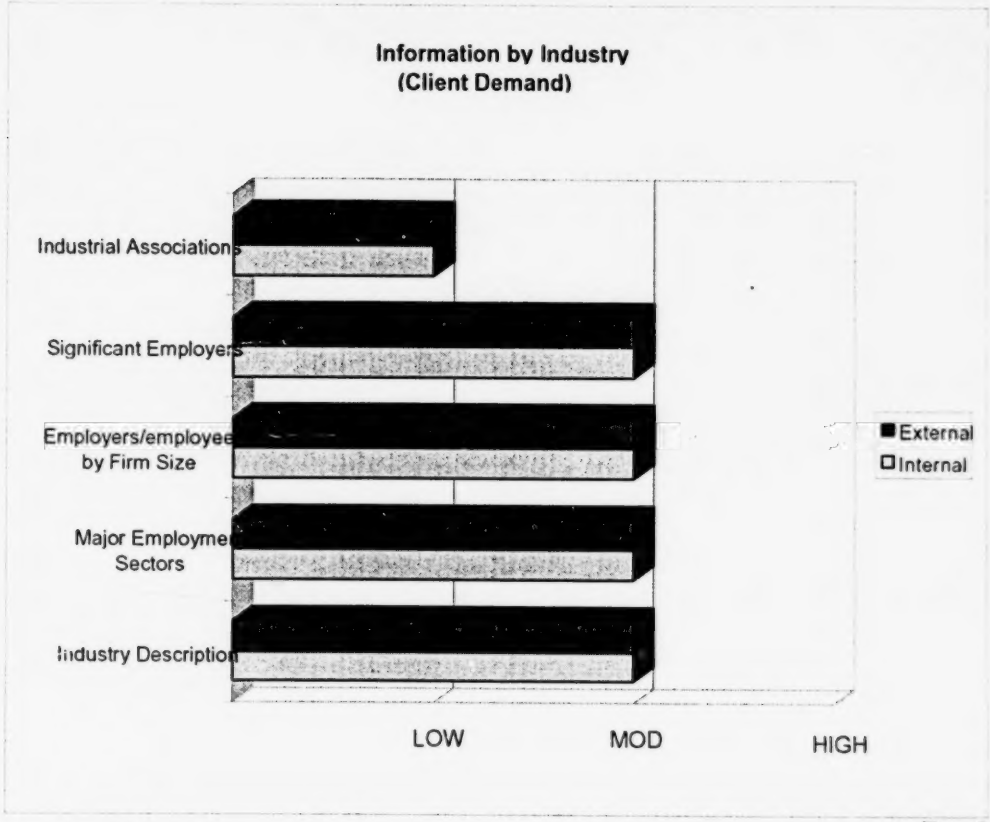

Information by Industry
(Client Demand)
Industrial Associations
Significant Employers
Employers/employee by Firm Size
Major Employment Sectors
Industry Description
External
Internal
LOW
MOD
HIGH

Figure 3

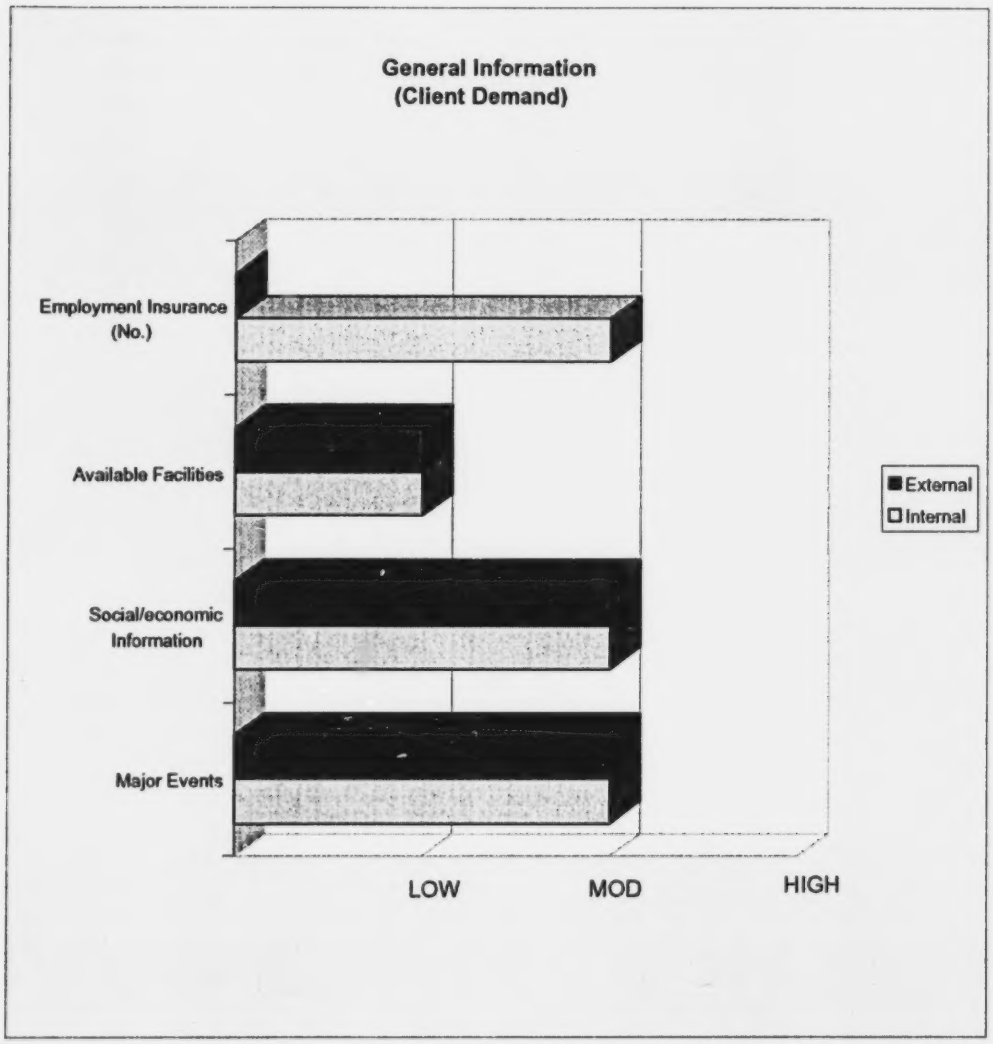

General Information
(Client Demand)
Employment Insurance
(No.)
Available Facilities
Social/economic
Information
Major Events
External
Internal
LOW
MOD
HIGH

Figure 4

3.0 CONCLUSION

This report acknowledges the work being undertaken by the Information Strategy Working Group to achieve their goal that "By 2003, HRDC will be recognized as Canada's leader and valued partner for high quality information in the areas of learning, labour market work, workplace, social development and retirement." Many of the items identified as important by the Working Group are supported by the findings of this review.

There is obviously a need for the many ad-hoc Labour Market analysis and reports that are produced in the regions and the HRCs at the specific request of HRDC Management or some of our partners and service providers. This information has been available for years but HRDC must now manage the transition toward the development of more general labour market information products that can satisfy the needs of a broader clientele.

On the other hand, the demand for the National Common Products cannot be assumed. Although surveys and focus group testing have shown a fair or high demand for several of the occupation based information products and a fair demand for information by industry, participants were selected from groups or people who are already using LMI. Labour Market Development's own surveys and research are not conclusive either. At this time, the existing need for labour market information or the potential clientele for it is still largely undetermined.

In particular, the following factors must be considered:

- one cannot assume that the typical job seeker will regularly use employment and labour market information during job searches;

- there is a lot of labour market information being produced by other HRDC groups, other Government agencies, or by social partners, which is very similar to the LMI HRDC is producing or developing.

Actual and potential users of HRDC LMI must be determined; how many of them there are and how important this information is to them. The surveys and focus groups of this review bring some answers, but not the complete picture that is needed to ensure that HRDC is using its valuable resources to produce something for which there is a market and that is not already available from other sources. The personal knowledge of the local internal and external needs by regional and local economists and LMI analysts is an essential starting point in the determination of these needs, but it must be completed by a rigorous business like market analysis approach. The final step would be to clearly focus on increasing awareness of LMI products.

Within the Department, there is the knowledge, skills and will to produce quality labour market information. The challenge is to ensure that efforts will be applied to value-added information that will support our employees and managers in the completion of their duties, and will serve our clients and partners.

Recommendations

Labour Market Development group has been conducting several studies on the needs and clientele of LMI. Combined with this report, a better knowledge and understanding of the supply and demand for Labour Market information should exist. However, there is still a need for a rigorous, objective business like market analysis that establishes, with a sufficient degree of precision, the actual and potential clients, their needs and their expectations and the availability of LMI from other area of HRDC and from external sources.

We therefore recommend that LMD:

1. **Perform an independent and thorough market analysis of the actual and potential demand for labour market information.**

Recommendation accepted.

Action to date

A summary of the various national and regional reports, studies, surveys and focus tests recently conducted has been completed. The summary is an initial step in developing a clear direction for the service. The direction will be framed by the Departmental Vision, National Employment Service legislation, the Labour Market Agreements, the work of the Information Strategy Working Group (ISWG), Service Delivery Network (SDN), Federal Labour Market Ministers, the skills transition exercise (i.e. 2nd generation LMI), and overall government policy.

The annual Human Resources Investment Branch (HRIB) Worker Client and Employer Survey was undertaken in January and the reports are close to release. Preliminary results show a high percentage of LMI users find it useful for finding work or making a labour market decision. More than two thirds of employers who used HRDC LMI indicated it had helped them solve a problem. Limited awareness of labour market information is a consistent finding across various reports. Therefore, in concert with ongoing efforts to improve the quality and relevance of the information, we also need to increase awareness.

Newfoundland has completed a needs assessment study. Saskatchewan has completed a study on public response to Internet services. Nova Scotia has a plan in place to determine information needs for specific target groups. The findings from this work will be incorporated into any work undertaken at the national level. The regions and NHQ will jointly work to complete a comprehensive assessment of demand for local information.

Next steps

Working in partnership with regional and local partners, we will conduct an in-depth market analysis with clients to determine their local information needs. Local information needs to be considered in the context of the overall information strategy, therefore the work done on assessing local information needs will feed into the strategic planning process referred to in point four.

A working group of regional and NHQ (Strategic Policy (SP), HRIB) representatives will be established to develop and implement a Canada-wide assessment of actual and potential demand for local information. The intended outcome is a clear understanding of value added information from the perspective of the citizen. This working group could also provide a mechanism to integrate and share results of the assessment work currently underway in the regions.

Once the analysis is finalized, we will refocus, and if necessary, redevelop those LMI elements within HRDC's niche and expertise.

Time frame: Over the next six months to eight months.

2. Update and maintain an inventory of the present supply of LMI from both internal and external sources based on the initial inventory created for this review.

Given the broad range of labour market and career related information developed outside the scope of Labour Market Directorate (LMD), this is more appropriately a corporate responsibility.

Action to date

A database of labour market products was developed which provided a picture of the current information products available. The database was evidence that we need to better co-ordinate and integrate our various information products.

The utility of maintaining the database was questioned by the attendees at a conference of 80 federal/provincial and territorial career, learning and LMI professionals. They clearly indicated that a centralized database was not the most effective mechanism for maintaining this information. LMD's Labour Market Information Services and Human Resources Partnerships are active partners in The Career Occupational Learning and Labour Market Information Resource Exchange. It is a steering committee made up of provincial representatives, non-government organizations, and HRDC. The group is undertaking the development of a mechanism to index labour market, learning and career information on the web. This will provide a dynamic way to keep informed of what products are available.

Improved co-ordination of infroration activities within HRDC is priority. Examples of co-ordination efforts include:

The Information Services Working Group brought the Regional Information Managers and representatives of the business lines (Income Security Programs (ISP), Employment Insurance (EI), Labour), and Communications together in Toronto. A committee was struck to ensure continued communication, consultation, and integration in the development of information strategies.

The HRIB information strategy has been developed to improve the integration and co-ordination of HRIB information products.

HRDC is developing its own strategy for a new department-wide learning and labour market information service – 2nd generation (LLMI). This work has been undertaken with extensive consultations with relevant programs in ISP, Labour, HRIB, EI and Strategic Policy (PS). The exercise is being co-led by the Labour Market Directorate (LMD) and Applied Research Branch.

3. Develop a strategy and a framework for the development, delivery and marketing of LMI based on proven unfilled demand and/or opportunities to add-value, and obtain a national buy-in from all levels.

Recommendation accepted.

Action to date

A Federal/Provincial/Territorial Strategic Vision for LMI has been drafted for the Forum of Labour Market Ministers (FLMM). The intent is for the federal/provincial/ territorial governments to work together to create a more coherent, individualized, accessible and co-ordinated approach to the development and delivery of LMI at the local, provincial and national level. Consistent with the FLMM Vision work, HRDC is developing its own strategy for a new department-

wide learning and labour market information service – 2nd generation (LLMI). This work has been undertaken with extensive consultations with relevant programs in ISP, Labour, HRIB, EI and SP. The exercise is being co-led by LMD and Applied Reseach Branch.

Next steps

Approval of the Strategic Plan by Federal Labour Market Ministers and the ongoing development of the Second Generation LLMI service followed by approval by the Senior Executive.

An external consultant was hired to consult with the regions on marketing needs.

Next steps

Based on the feedback from regions, the initial focus will be on developing marketing tools for use by local offices and internal awareness of products including but not exclusive to local LMI.

Time frame: Over the next six months.

4. Develop products and conduct surveys on a regular basis to ensure LMI produced by HRDC remains relevant.

LMD is developing a Questionnaire Authoring system that will enable local and regional offices to implement ongoing feedback from clients who use the Internet. The system may also be used to structure a questionnaire for products provided through other media. It is being developed and tested in co-operation with regions and utilizes questionnaires previously developed and used. For example, British Columbia has implemented a feedback questionnaire on their website, and Quebec is in the process of doing so. Ontario is planning to increase market testing of LMI products.

LMD has undertaken an extensive employer and job seeker client survey in each of the past 2 years. The survey focuses on awareness use and usefulness of the products.

Time frame: Ongoing. Surveys done in January/February.

An Accountability, Monitoring, and Performance measurement committee made up of NHQ representatives and LMI co-ordinators has been struck to develop a system of ongoing evaluation and improvement.

One element of ensuring a quality product is an appropriately trained work force. The Professional Development and Best Practices Committee in co-operation with the Labour Market Information Services (LMIS) and Learning Services is developing a competency-based training package for analysts.

Time Frame: Over the next two years.

Next Steps

Complete the development and testing of the Questionnaire Authoring System.

Time frame: Over the next year.

Develop and implement the monitoring and performance measures recommended by the Accountability, Monitoring and Performance Measurement Committee.

Time frame: Over the next one to two years.

Complete development and pilot testing of the competency-based training for analysts.

Time frame: Over the next one to two years.

APPENDIX 1-1 – LMI SUPPLY

TABLE OF CONTENTS

Section One:

Survey Instrument (6 pages)

Section Two:

Tabulation of Survey Results Section II-A (8 pages)

Section Three:

Availability of Components by Product Label

(based on the number of surveys reporting that product is produced)

Section Four:

- identifies the number of products from the sample which include the information component identified. Information components in "bold" text represent agreed upon core components. Shaded boxes represent agreed upon core components for the various product labels.
- non "bolded" components represent additional components found in some reports which are outside of the agreed upon core components.

Section One

Internal Audit Bureau

Review of Labour Market Information in the Human Resource Centres

Phase 1: Stocktaking of existing Labour Market Information

The Internal Audit Bureau is now ready to begin the first phase of the Review of Labour Market Information (LMI). The objective of this first phase is to take stock of all LMI available within HRDC. Information at the regional and national levels will be collected through field visits. Unfortunately, it is not possible to visit each HRC. The only practical way to obtain timely, complete and accurate information is by using a questionnaire sent to each HRC. The purpose of this questionnaire is to identify and describe the LMI produced by the HRC (including the Satellites Offices if applicable). Your cooperation is therefore requested in completing the attached questionnaire.

The present questionnaire incorporates the comments and suggestions received from local and regional LMI researchers, analysts and coordinators. It has been designed to be as clear and simple to answer as possible, given the wide range and complexity of LMI. The questionnaire has two parts: the **personal identification** section, and the **product description** section. Please see the instructions below for completing the questionnaire.

INSTRUCTIONS

Personal Identification: This section is one page in length. It is to be completed once by the LMI analyst, researcher or economist responsible for LMI in the HRC. If this person is responsible for more than one HRC, then he or she must complete one identification page per HRC serviced, and then attach the product description pages specific to the HRC being described. If more than one person services the same HRC, then each should complete the identification page, and then indicate in the product description section the products that he/she produces personally. If a product is produced jointly, then it should appear only once in either description section; it should not be repeated.

Product Description: The product description section has three pages. The three pages must be completed for each specific LMI product that you produce on a regular basis. By specific LMI product, we mean a self-standing report, review, profile...etc. which may have several components such as wages, jobs in demands or unemployment rate. You should also complete the three pages for each important ad-hoc document produced within the last twelve months. The general description of its source, support and distribution product's, must be recorded on the first page, while its components description are to be recorded on the second and third pages.

In summary, for each HRC, we should receive one identification page per person actively producing LMI in the HRC, plus one set of three product description pages per specific product. For example, if you produce a) one monthly LMI report giving current wages, vacancies and placements for selected trades and professions, b) one yearly profile showing

various economic indicators, and c) have also completed a special study on employment prospects for truck drivers, you should complete the product description pages three times.

Once the questionnaires have been gathered and analyzed, the Bureau will then be in a position to start the second phase of this project: to assess the degree to which each product being produced meets the needs of the actual or potential user. We expect that national, regional and local LMI analysts, coordinators and researches will participate in this assessment.

Questionnaires are to be returned to the Internal Audit Bureau by December 12, 1997. Please refer to the questionnaire for further detail.

If you have questions or comments on this exercise, do not hesitate to contact me at (819) 953-5714 or Alistair Rondeau at (819) 953-1789.

Thank you for your cooperation.

Gilles Duclos
Audit Director
Internal Audit Bureau

The Wordperfect version is also available, to obtain this version, you may contact Chantal Tremblay, at (819) 953-0893, or via E-mail to tremblay.c@fas.iab.

SECTION I: PERSONAL IDENTIFICATION

Region: _____

Main HRCC: _____ **RC Number:** _____

Satellite(s) Office(s) Serviced (RC): _____

Name of position: **LMIR** ☐ **LMIA** ☐ **Economist** ☐

Years in position as LMIA/LMIR/Economist: _____

Line reporting to (title): _____

Percent of time devoted to LMI: _____

Instructions: This questionnaire may be completed either electronically and sent back by E-mail to **lmi.survey@fas.iab**, or be printed and returned by FAX to IAB at the following number: (819) 953-0831 to the attention of Gilles Duclos.

SECTION II: PRODUCT DESCRIPTION

A - General Description

Type of product:

Report ☐ Review ☐ Profile ☐

Other (please specify) _____

Title of product: _____

By whom is it produced (if done jointly, please check all participants)?

LMIR ☐ LMIA ☐ Economist ☐

Other (please specify) _____

How frequently is it produced/updated?

Daily ☐ Weekly ☐ Monthly ☐ Yearly ☐ ad hoc ☐

Other (please specify) _____

Software(s) used to produce:

Word Perfect ☐ Word ☐ Dbase ☐ FoxPro ☐ Excel ☐ Lotus ☐

Access ☐ SAS ☐ SPSS ☐ NLMIS ☐ PowerPoint ☐

Other (please specify) _____

Computer(s) used to produce the document:

Stand-alone/Laptop PC ☐ LAN based PC ☐

Other (please specify) _____

Product Distribution Method(s):

Intranet ☐ Internet ☐ E-mail ☐ Diskette ☐ Printed Copy ☐ Verbal ☐

Other (please specify) _____

SECTION II: PRODUCT DESCRIPTION (Cont'd)

Primary intended audience(s) product:

Internal to HRDC ☐ External to HRDC ☐

Management ☐ Policy/ Planning ☐ Employment Insurance ☐ Operations/Counselor ☐

Community Service Provider ☐ Worker Client ☐ Employer Client ☐

Other (please specify) _____

B - Components

Data Job Vacancies

Sources:

Newspaper ☐ Statistics Canada ☐ Clipping File ☐ Employment Centre ☐

Intranet ☐ Internet ☐ NHQ ☐ Third Party ☐

Other (please specify) _____

Wages

Sources:

Newspaper ☐ Statistics Canada ☐ Clipping File ☐ Employment Centre ☐

Intranet ☐ Internet ☐ NHQ ☐ Third Party ☐

Other (please specify) _____

Census Data

Sources:

Newspaper ☐ Statistics Canada ☐ Clipping File ☐ Employment Centre ☐

Intranet ☐ Internet ☐ NHQ ☐ Third Party ☐

Other (please specify) _____

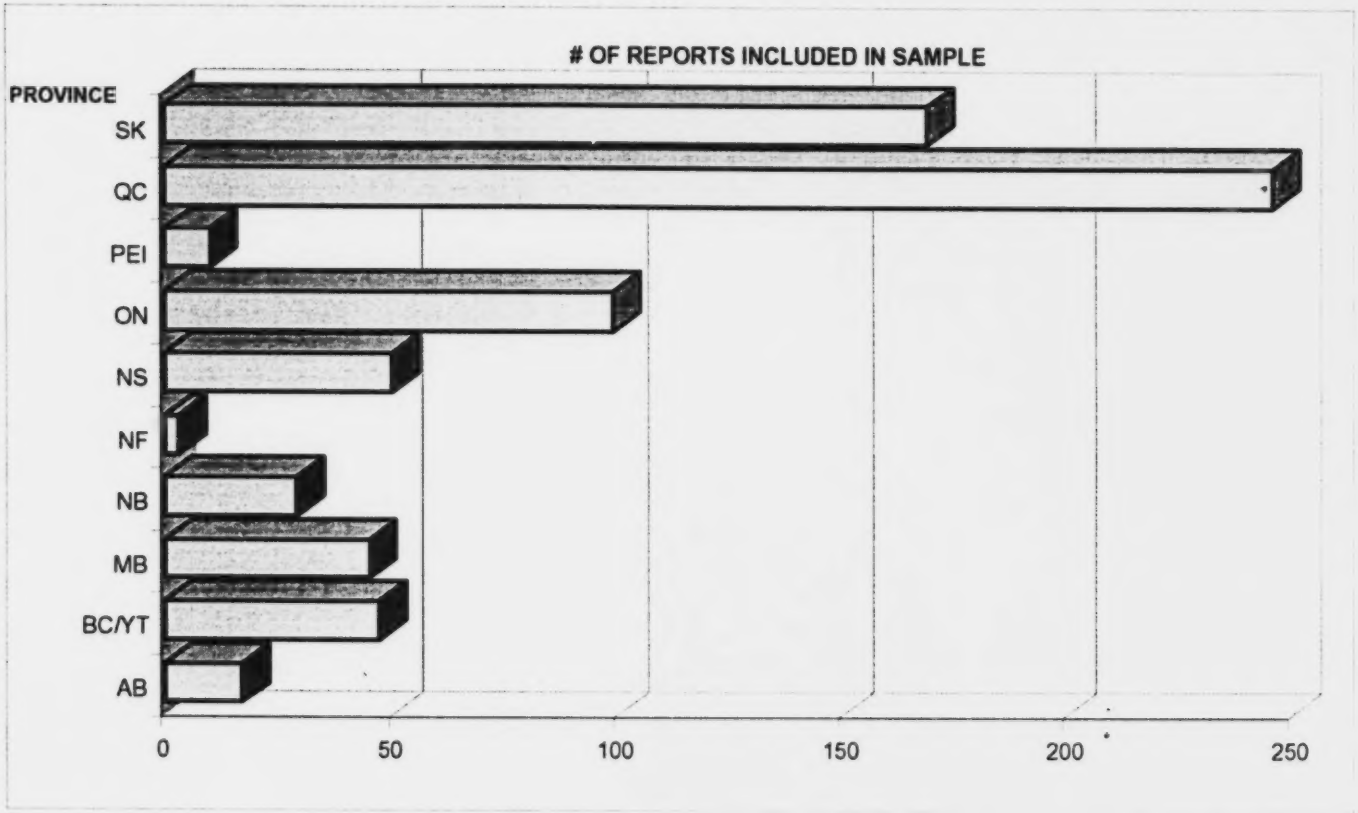
SECTION II: PRODUCT DESCRIPTION (Cont'd)

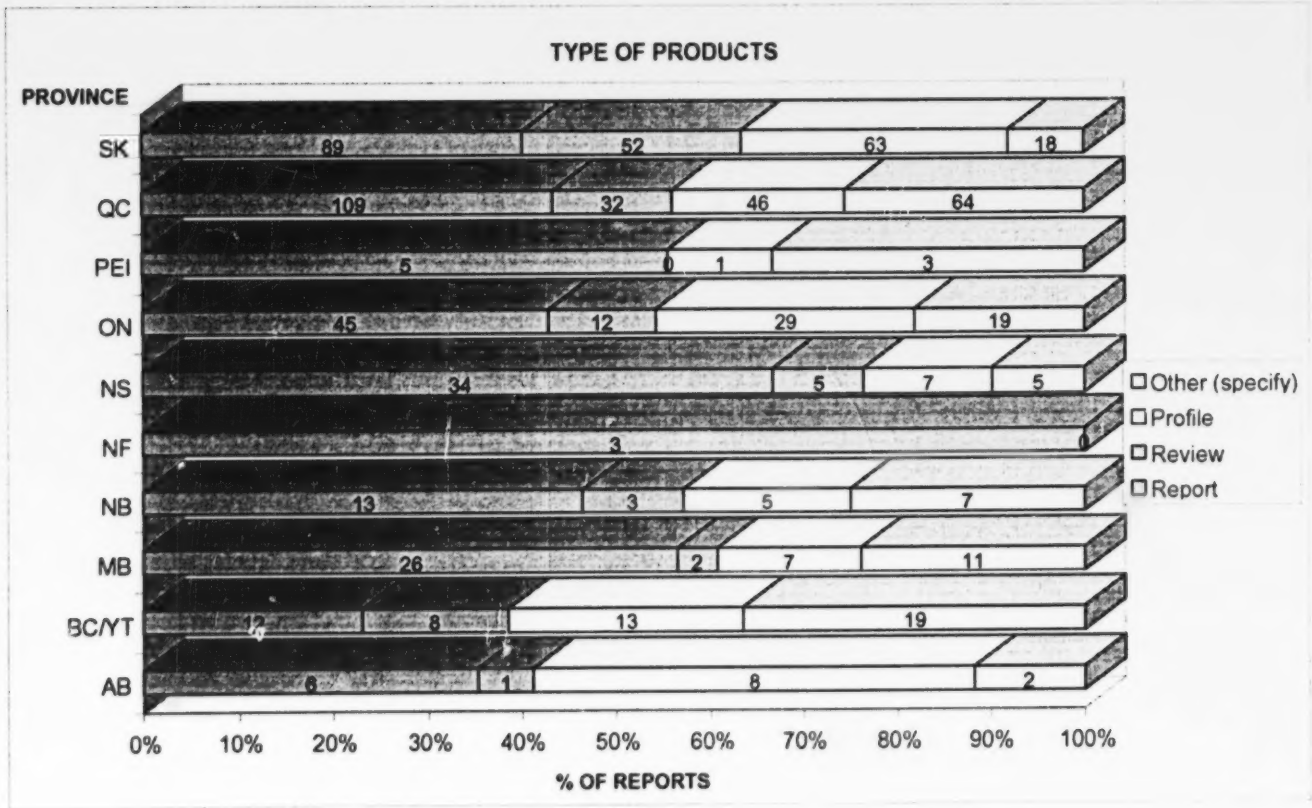
Other component(s): Please use the space below:

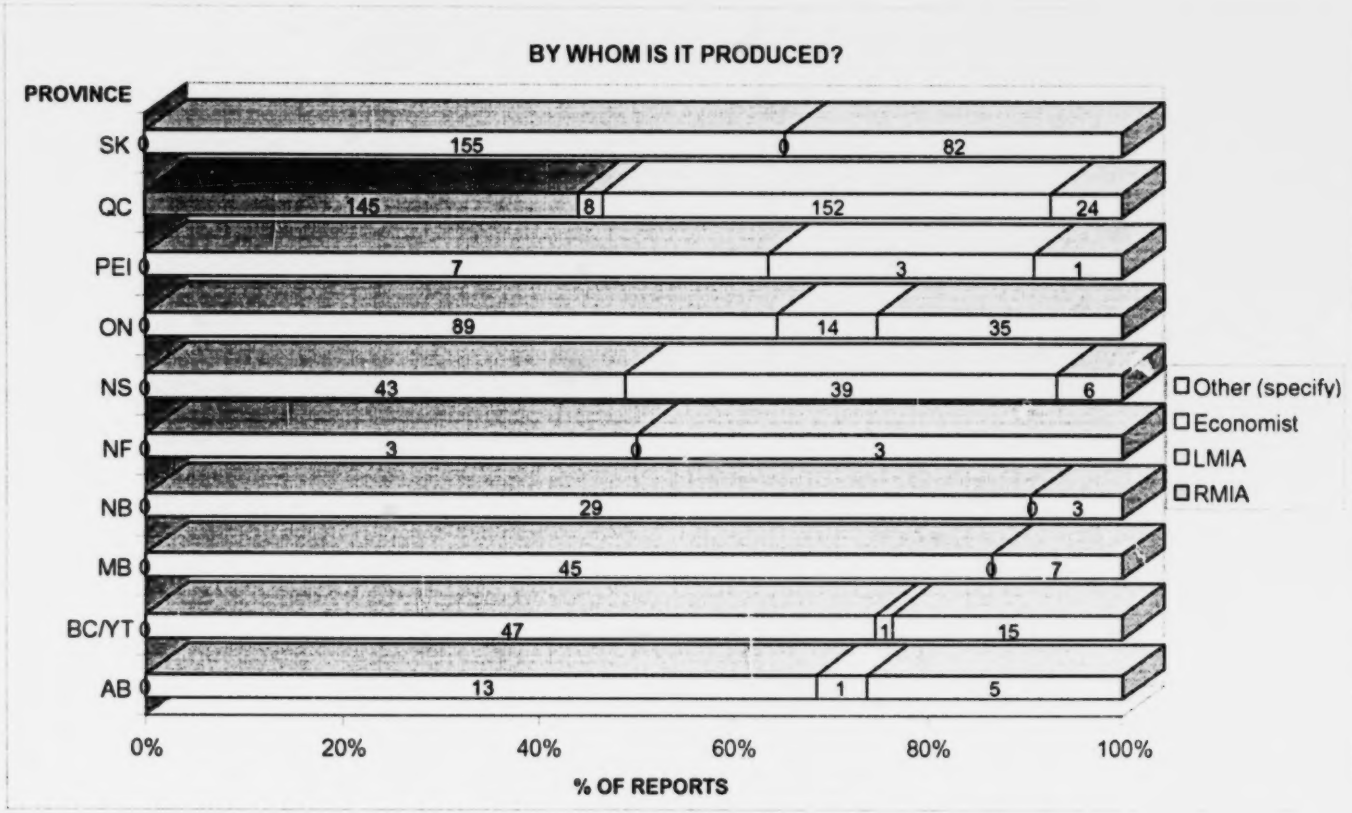
Other type(s) of information on the product (ex. wages, jobs in demand...)

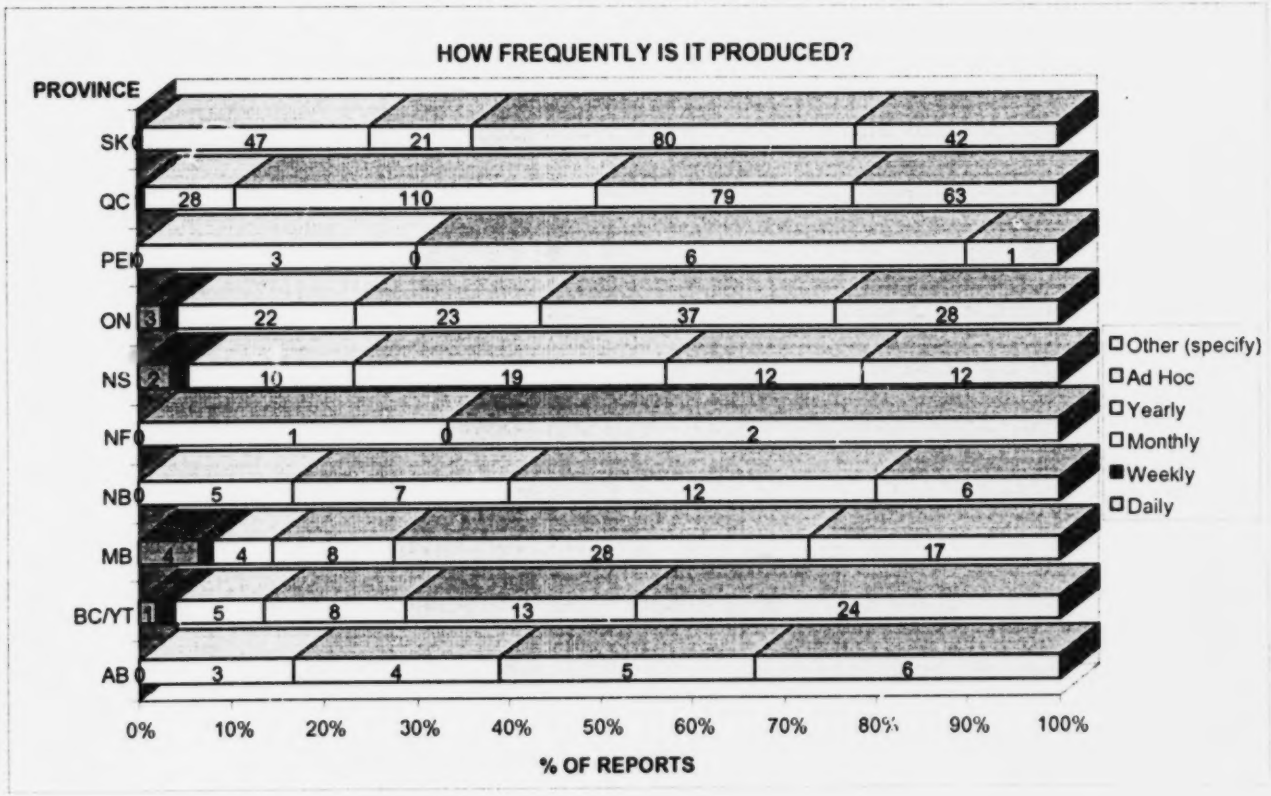
Type(s)	Source(s)

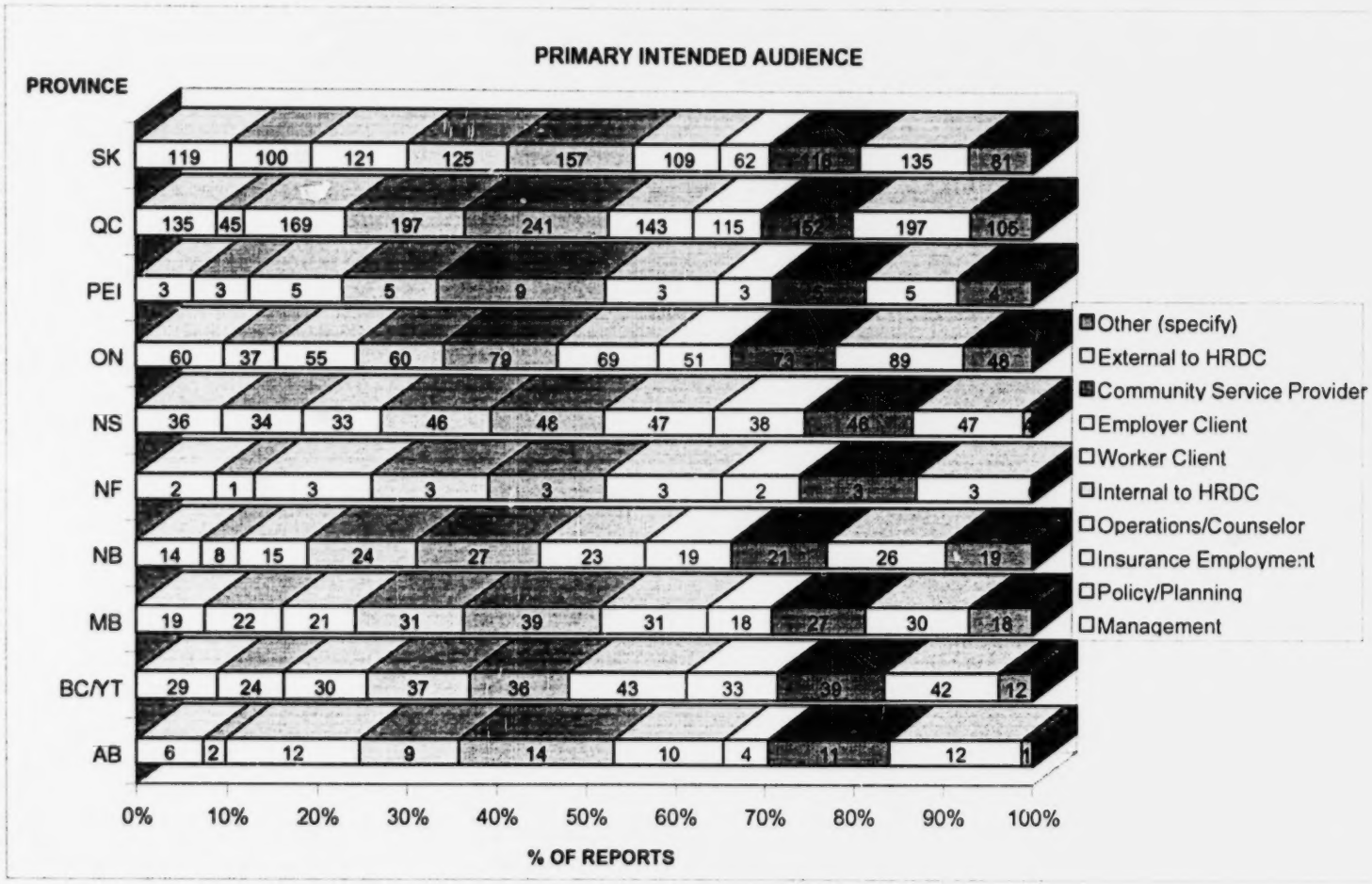
Section Two

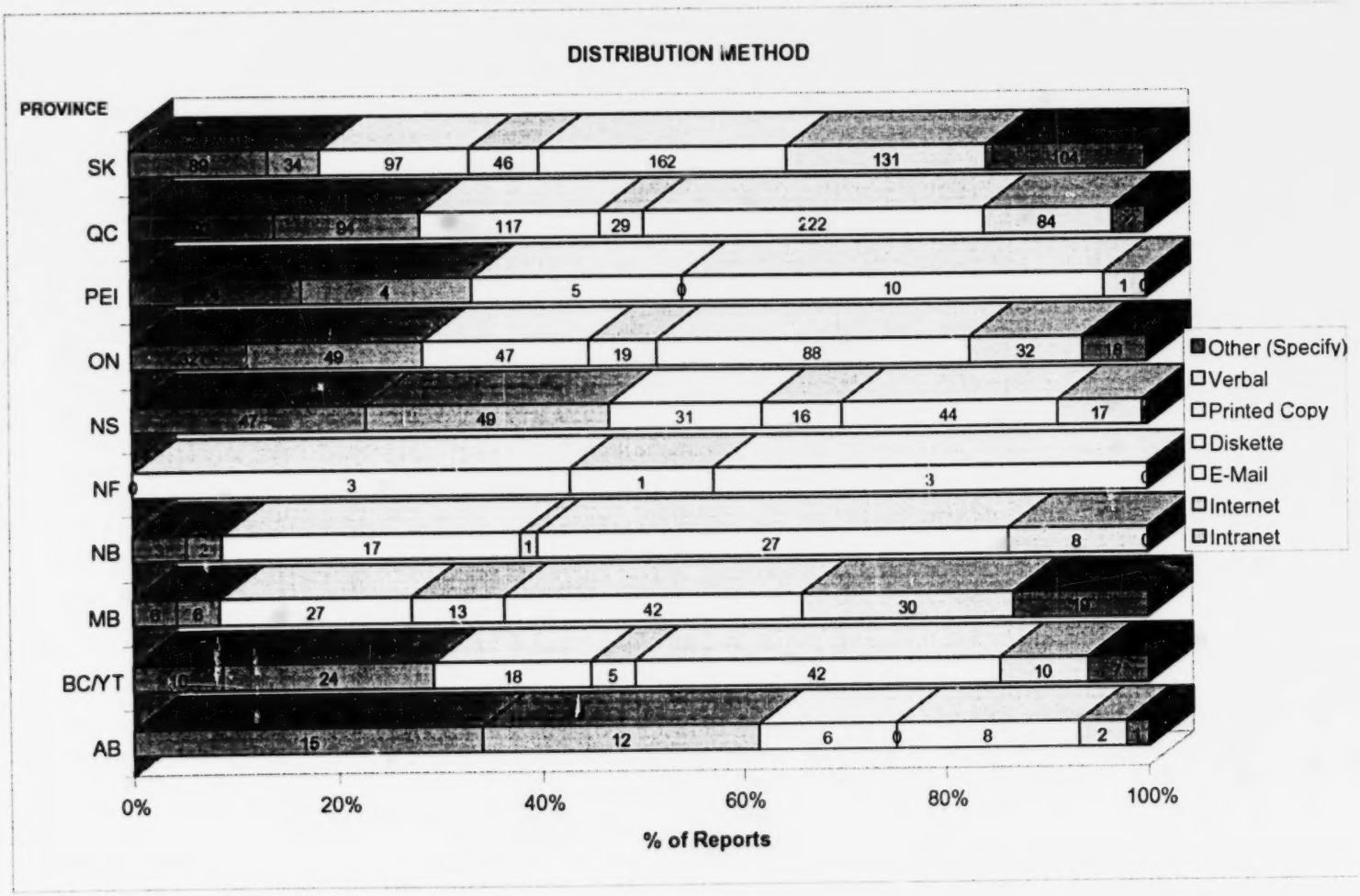

OF REPORTS INCLUDED IN SAMPLE
PROVINCE
SK
QC
PEI
ON
NS
NF
NB
MB
BC/YT
AB
0
50
100
150
200
250

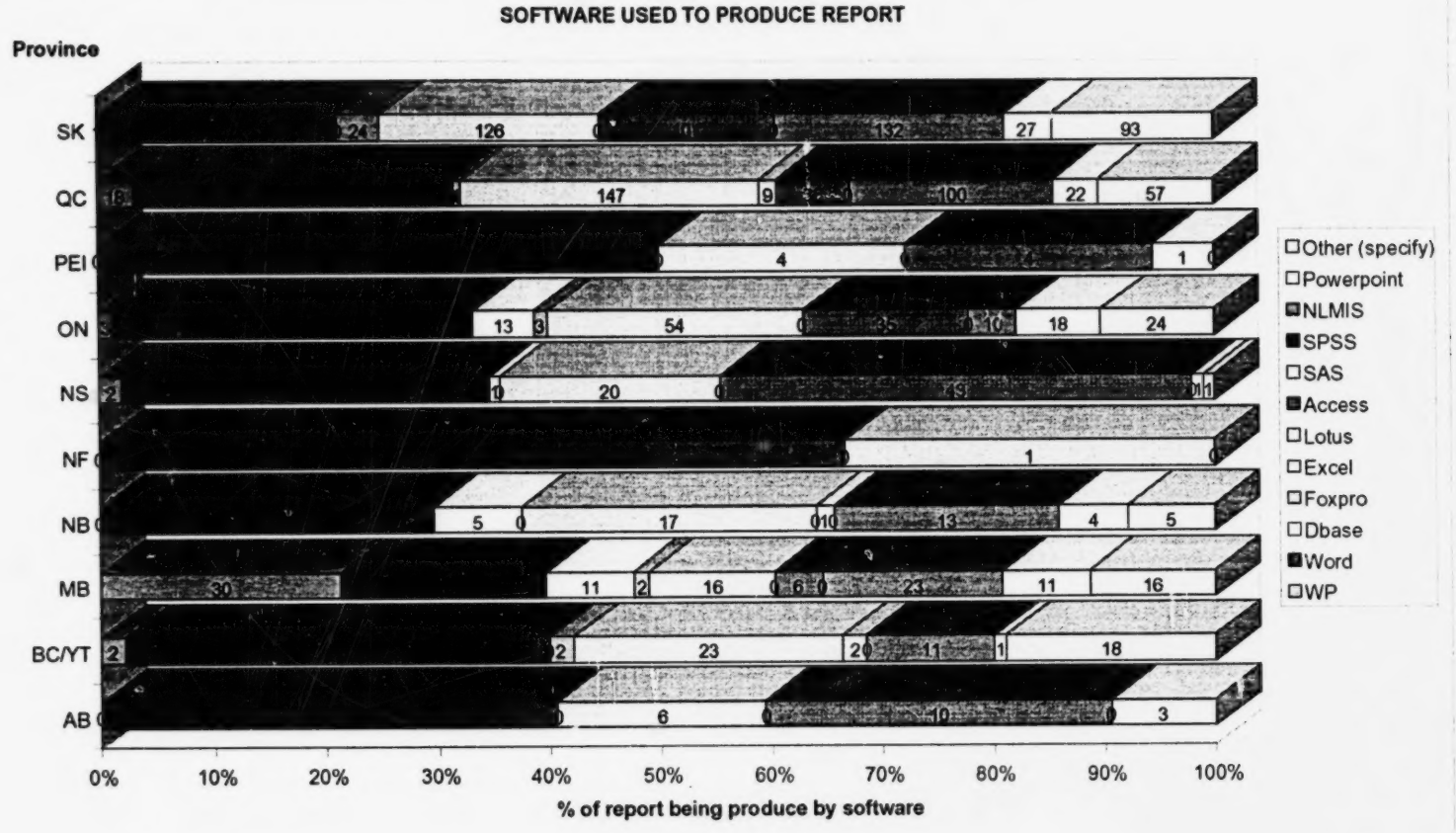

TYPE OF PRODUCTS
PROVINCE
SK
QC
PEI
ON
NS
NF
NB
MB
BC/YT
AB
89
52
63
18
109
32
46
64
5
0
1
3
45
12
29
19
34
5
7
5
3
0
13
3
5
7
26
2
7
11
12
8
13
19
6
1
8
2
Other (specify)
Profile
Review
Report
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
% OF REPORTS

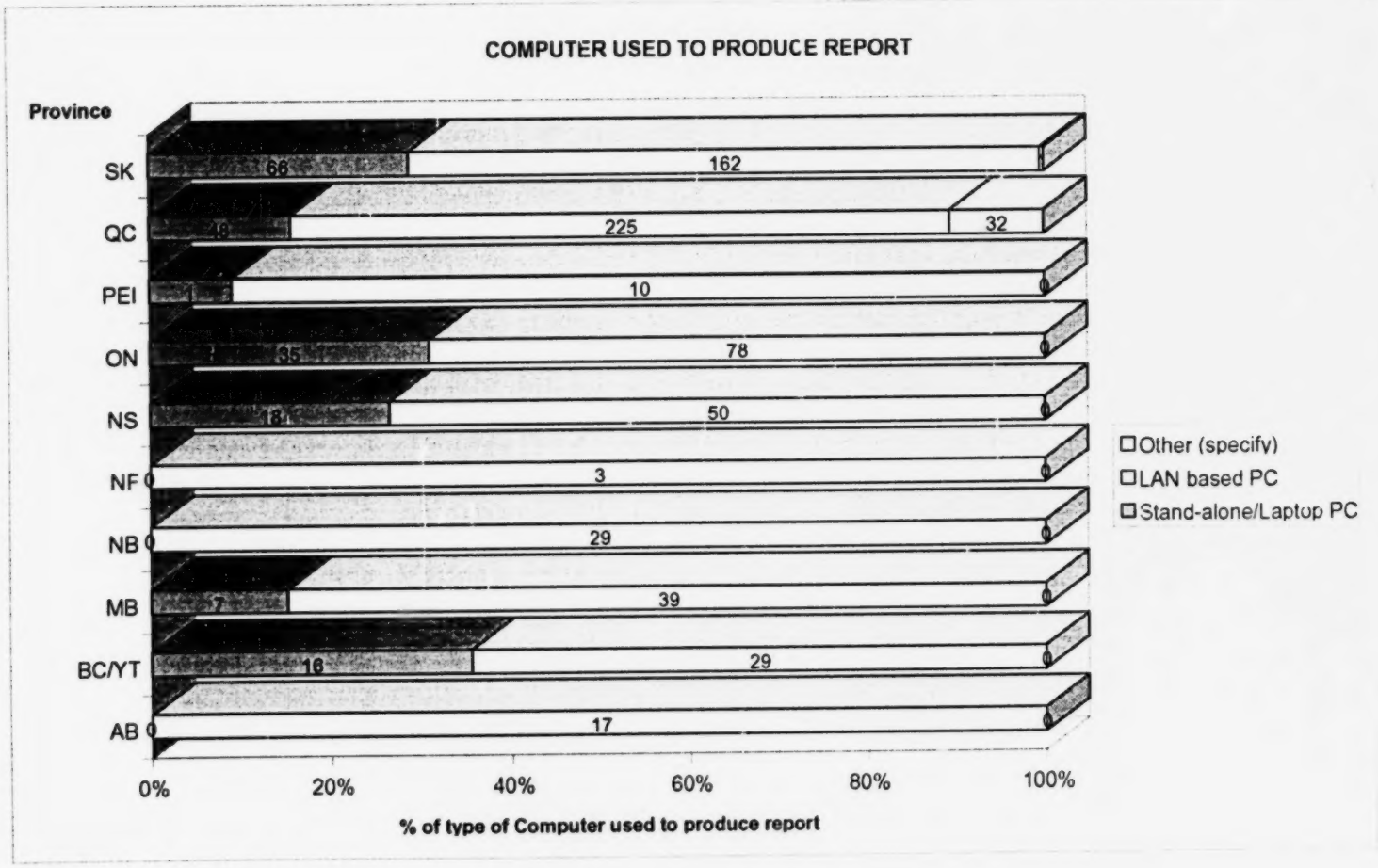

BY WHOM IS IT PRODUCED?
PROVINCE
SK
QC
PEI
ON
NS
NF
NB
MB
BC/YT
AB
155
82
145
8
152
24
7
3
1
89
14
35
43
39
6
3
3
29
3
45
7
47
1
15
13
1
5
0%
20%
40%
60%
80%
100%
% OF REPORTS
Other (specify)
Economist
LMIA
RMIA


HOW FREQUENTLY IS IT PRODUCED?
PROVINCE
SK
QC
PE
ON
NS
NF
NB
MB
BC/YT
AB
47
21
80
42
28
110
79
63
3
0
6
1
22
23
37
28
10
19
12
12
1
0
2
5
7
12
6
4
8
28
17
5
8
13
24
3
4
5
6
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
% OF REPORTS
Other (specify)
Ad Hoc
Yearly
Monthly
Weekly
Daily


PRIMARY INTENDED AUDIENCE
PROVINCE
SK 119 100 121 125 157 109 62 135 81
QC 135 45 169 197 241 143 115 197 105
PEI 3 3 5 5 9 3 3 5 4
ON 60 37 55 60 79 69 51 89 48
NS 36 34 33 46 48 47 38 47 3
NF 2 1 3 3 3 3 2 3 3
NB 14 8 15 24 27 23 19 26 19
MB 19 22 21 31 39 31 18 30 18
BC/YT 29 24 30 37 36 43 33 42 12
AB 6 2 12 9 14 10 4 12 1
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
% OF REPORTS
Other (specify)
External to HRDC
Community Service Provider
Employer Client
Worker Client
Internal to HRDC
Operations/Counselor
Insurance Employment
Policy/Planning
Management


DISTRIBUTION METHOD
PROVINCE
SK
QC
PEI
ON
NS
NF
NB
MB
BC/YT
AB
34
97
46
162
131
117
29
222
84
4
5
10
1
49
47
19
88
32
49
31
16
44
17
3
1
3
17
1
27
8
27
13
42
30
24
18
5
42
10
15
12
6
8
2
0%
20%
40%
60%
80%
100%
% of Reports
Other (Specify)
Verbal
Printed Copy
Diskette
E-Mail
Internet
Intranet


SOFTWARE USED TO PRODUCE REPORT
Province
SK
QC
PEI
ON
NS
NF
NB
MB
BC/YT
AB
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
% of report being produce by software
Other (specify)
Powerpoint
NLMIS
SPSS
SAS
Access
Lotus
Excel
Foxpro
Dbase
Word
WP


COMPUTER USED TO PRODUCE REPORT
Province
SK
QC
PEI
ON
NS
NF
NB
MB
BC/YT
AB
66
162
8
225
32
10
35
78
18
50
3
29
7
39
16
29
17
0%
20%
40%
60%
80%
100%
% of type of Computer used to produce report
Other (specify)
LAN based PC
Stand-alone/Laptop PC

Section Three

Labour Market Infomation
Phase 1(a)
Sample Product Titles by Product Label

LMI PRODUCT TITLES	*PRODUCT LABEL*
Area Information Report - Winnipeg HRDC's	Community
Area Profile	Community
Community Fact Sheet	Community
Community Profile	Community
Community Profile, HRCC Area Profile	Community
Community Profile/ Environmental Assessment	Community
Community Profile; Hrcc Area Profile	Community
Economic Overview/Community Portrait	Community
Economic Overviews / Community Portrait	Community
Economic Overviews by Local Board Areas (25 in Ontario)	Community
HRC Profile	Community
Kawartha Lakes, Northumberland, Halliburton Training Board Labour Market Profile	Community
Labour Market Profile	Community
Labour Market Profile - Metro Toronto Local Board Area # 9	Community
Labour Market Profile, East Central Ontario Training Board Area May 1997	Community
Le N-B en un coup d'oeil / N.B. at a Glance - Le comté de restigouche County - Cités et villes du NB Cities and Towns	Community
Local Board Area Profile	Community
Local Board Profile	Community
Mountain Parks Profile - Banff, Alberta	Community
Okanagan Community Profile	Community
Profil de collectivité	Community
Profil de collectivité - CRHC Shawinigan	Community
Profil de collectivité (PCN)	Community
Profil de collectivité, Profil socio-économique	Community
Profil de la collectivité Côte-Nord 1995	Community
Profil de secteur Plus - Area Profile Plus	Community
Profil des municipalités du CRHC Longueuil	Community
Profils des collectivités - 2109 La Sarre	Community
Profils des collectivités - 2110 Ville-Marie	Community
Profils des collectivités - 2492 Rouyn-Noranda	Community
Profils des collectivités - 2493 Val-d'Or	Community
Profils des collectivités - 2694 Amos	Community
Consolidé: Nombre d'employeurs et d'employés par activité économique et catégorie (relevé des dossiers d'entreprises)	Employers
Directory of Employers	Employers
Employer Database (Business Listing)	Employers
Employer List	Employers
Employer List by industry and Size of business	Employers

Employer List by NOC and SIC	Employers
Employer Lists	Employers
Employer Lists by: Name/occupation/Industry/Postal Code	Employers
Employer Lists for Various Industries	Employers
Employer Lists, by occupation, by industry, by employer name	Employers
Employeurs potentiels par profession	Employers
Employeurs potentiels pour telle ou telle CNP	Employers
HRC La Ronge Area Employer List	Employers
Individual or Area Company Information	Employers
List of employers by industry	Employers
List of Employers by Industry	Employers
Liste d'employeurs	Employers
Liste d'employeurs par industries	Employers
Liste d'employeurs par industries, professions, régions	Employers
Liste d'employeurs par occupation	Employers
Liste d'employeurs par profession	Employers
Liste des employeurs	Employers
Liste des employeurs - CRHC Shawinigan	Employers
Liste des employeurs (12 148) - CRHC Shawinigan MAURICIE	Employers
Liste des employeurs par secteur d'activité économique et CRHC	Employers
Liste des entreprises	Employers
Liste des entreprises du CRHC Longueuil par secteurs industriels	Employers
Liste des entreprises localisées sur le territoire du CRHC Saint-Hyacinthe	Employers
Liste et répertoire des places d'affaires	Employers
Listes d'employeurs	Employers
Listes des employeurs par secteur d'activité économique et CRHC	Employers
Listes des entreprises	Employers
Lists of potential Employers by NOC Code; Lists of Pot. Ers by Industry Code; Special Querries; Occupational Summaries, and other reports	Employers
Local Employer Database	Employers
Major Employers by Sector	Employers
Potential Employer list by occupation	Employers
Potential Employers	Employers
Potential Employers (NLMIS)	Employers
Potential Employers by Occupation	Employers
Production de listes d'employeurs et de relevés employeurs/employés sur demande pour de partenaires et des tiers	Employers
Relevé des dossiers d'entreprises	Employers
Relevé des employeurs et des emplois par secteur d'activité économique	Employers
Répertoire des employeurs (relevé d'emploi)	Employers
Répertoire des places d'affaires de 50 employé et plus	Employers
Répertoires des employeurs pour la région de québec (5 employés et plus) et (20 employés et plus)	Employers

Tableau sommaire du nombre d'employeurs et d'employés par activité économique et catégorie	Employers
Analyse sommaire du secteur de la santé dans la région de Québec	Industry
Analysis of Saskatchewan Mining Industry	Industry
Aperçu de la structure industrielle d'un territoire	Industry
Coup d'oeil sur l'industrie des transport dans la région de Québec	Industry
Employment by Industry	Industry
Industrial Profiles	Industry
Industrial Review	Industry
Industry Files	Industry
Industry Labor Market Update	Industry
Industry Labour Market Update	Industry
Industry Overview	Industry
Industry Profile	Industry
Industry Research Report	Industry
Industry Summaries	Industry
Industry Summaries - Amherst	Industry
Industry Trends & Potential fo Self Employment Yorkdale Management Area	Industry
LMI Survey - Health Sector	Industry
LMI Survey - Trucking Industry	Industry
Marché du travail et difficultés de recrutement, secteur de l'environnement	Industry
Marché du travail et difficultés de recrutement, secteur des télécommunications	Industry
Mineral Development in Northern Saskatchewan	Industry
PEI Mussel Industry Profile	Industry
Profil industriel des régions de Saint-Hyacinthe et de Granby	Industry
Sector Profiles - Amherst	Industry
Brandon Business Plan	Internal HRDC Planning
Brève analyse de la situation du marché du travail à Valleyfield dans le cadre de l'administration du fonds transitoire de Création d'emploi	Internal HRDC Planning
Business Plan	Internal HRDC Planning
Business Plan - LMI Overview	Internal HRDC Planning
HRCC Business Plan	Internal HRDC Planning
Human Resource / Labour Market Profile for HRCC Business Plan (Focus on Scarborough)	Internal HRDC Planning
Labour Market Estimates by HRCC for Program Budget Allocations	Internal HRDC Planning
Labour Market Information in Support of Planning	Internal HRDC Planning
Le Plan d'affaires	Internal HRDC Planning
LMIA Group Report to ELE Implementation Committee July 1997	Internal HRDC Planning
Operating Plan HRCC	Internal HRDC Planning
Operational Reports - Various	Internal HRDC Planning
Plan d'affaire (Section analyse de l'environnement socio-economique	Internal HRDC Planning
Plan d'affaire, section problématique et enjeux	Internal HRDC Planning
Plan d'affaires	Internal HRDC Planning

Plan d'affaires du CRHC	Internal HRDC Planning
Plan d'affaires, secteur Montréal (section Environnement)	Internal HRDC Planning
Priorisation de la clientèle	Internal HRDC Planning
Priorisation de la clientèle	Internal HRDC Planning
Proposition d'une stratégie de sélection des utilisateurs fréquents dans le cadre du SAP - CRHC de Brossard	Internal HRDC Planning
Proposition d'une stratégie de sélection des utilisateurs fréquents dans le cadre du SAP - CRHC de Longueuil	Internal HRDC Planning
Review committee, client selection committee, Self-Employment Benefits input to client selection process, Planning Contribution	Internal HRDC Planning
Servicing Youth in Ontario: A Study of Service Delivery Priorities for Youth at Local Human Resources Centres in Ontario Region	Internal HRDC Planning
The Toronto Centre Labour Market - Part of Toronto Centre HRCC Business Plan	Internal HRDC Planning
Toronto HRDC Business Plan	Internal HRDC Planning
Construction Report (Call for tenders and Successful Bidders)	Major Events / News
Évenements économique importants	Major Events / News
Événements majeurs de 1997 aux années futures - CRHC Longueuil	Major Events / News
Évenements majeurs selon l'industrie	Major Events / News
Événements sur le marché du travail selon l'industrie - CRHC Longueuil	Major Events / News
Greater Victoria Labour Market Facts	Major Events / News
Greater Victoria News Flash	Major Events / News
Journal local	Major Events / News
Labour Market Events - NLMISYS (National Labour Market Information System)	Major Events / News
Labour Market News	Major Events / News
Labour Market News - Amherst	Major Events / News
Labour Market News - New Glasgow	Major Events / News
Labour Market News Bulletin	Major Events / News
Layoff and Expansion Report	Major Events / News
LMI Newsbrief	Major Events / News
LMI Notice - News Flash	Major Events / News
Local Labour Market News	Major Events / News
Major Projects List	Major Events / News
major Projects Report and Road Construction Projects in Northern Sask.	Major Events / News
Monthly News	Major Events / News
Newflash	Major Events / News
News Flash, A review of greater Victoria Employment and Business News	Major Events / News
Newsflash	Major Events / News
Nouvelle éclair	Major Events / News
Projets créateurs d'emploi, CRHC Longueuil - Télémessage	Major Events / News
Revues de Presse des principaux événements économiques survenus dans les Régions de Saint-Hyacinthe et de Granby. Période du 01/01/96 au 30/04/97	Major Events / News
Slemon Park Corporation	Major Events / News

Special Announcements	Major Events / News
Special Bulletins	Major Events / News
Special Report on New Developments - Industry Labour Market Update	Major Events / News
What's Working, A newsletter for clients	Major Events / News
"ad hoc" reports, special reports	Miscellaneous
A Job Seekers Guide to Winnipeg	Miscellaneous
Article spécial sur le marché du travail	Miscellaneous
Centre de documentation, section IMT	Miscellaneous
City of Saskatoon Business Analysis	Miscellaneous
Description des limites territoriales du CRHC Saint-Hyacinthe	Miscellaneous
Entrevues et soutien de l'information	Miscellaneous
Fact Finder	Miscellaneous
Formation des utilisateurs CNP, CTI et SNIMT	Miscellaneous
Group Session Presentation(s) - Amherst	Miscellaneous
HRC Northern Area Directory of Postal Codes by Economic Region	Miscellaneous
Human Resource Centre Victoria's Internet Website	Miscellaneous
Index des codes postaux CRHC Québec et Sainte-Foy	Miscellaneous
Index des documents du centre de documentation	Miscellaneous
Information Source Referral Guide (electronic copy attached)	Miscellaneous
Internet Addresses	Miscellaneous
Internet Websites	Miscellaneous
Internet/Intranet sites	Miscellaneous
Job Information Centre Resource Material List/database	Miscellaneous
Labour Market Information for Greater Victoria	Miscellaneous
Labour Market Information Presentation	Miscellaneous
Labour Market Presentations	Miscellaneous
Labour Market Survey Report	Miscellaneous
Les signets de l'économiste	Miscellaneous
Liste des articles de journeaux sur les entreprises situées sur le terrritoire du CRHC Longueuil	Miscellaneous
Liste des publications disponibles au Centre de documentation du CRHC Saint-Hyacinte	Miscellaneous
Liste des sites Internet liée à l'information sur le marché du travail	Miscellaneous
LMI Enquiry response	Miscellaneous
LMI input (either in writing or more commonly through committee participation in-person)	Miscellaneous
LMI Netscape Training	Miscellaneous
LMI Presentation Kit	Miscellaneous
LMI Presentations to Worker Clients and Staff	Miscellaneous
LMI Staff Training Session	Miscellaneous
Making an Informed Employment Decision	Miscellaneous
Media Relations	Miscellaneous
Médias: entrevues et soutien de l'information	Miscellaneous
NLMIS Reports	Miscellaneous
No title - Community/Office visit	Miscellaneous
One time report requested by director	Miscellaneous

Partners Workshop, Carreer Fairs	Miscellaneous
Presentation	Miscellaneous
Presentation on various topics, e.g. Labour Market Trrends, Occupational Trends, Labour Market Information Products, Description of Local Area	Miscellaneous
Presentation Packages	Miscellaneous
Presentation Packages (1) Put the Web to Work (2) LMI Survey Results (3) An Examination of LMI	Miscellaneous
Readership Survey	Miscellaneous
Reference Material Available at the Job Information Centre	Miscellaneous
Réponse aux demandes de renseignements sur le marché du travail	Miscellaneous
Réponses aux demandes de renseignements sur le marché du travail	Miscellaneous
Reports produced from the National LMI System	Miscellaneous
Request For Labour Market Information/Employment Insurance Request	Miscellaneous
Requests from EI Agents	Miscellaneous
Requests from Project Officers, Community Futures etc. for proposal assessment.	Miscellaneous
Response to EI Agent Requests for LMI	Miscellaneous
Self-Serve Labour Market Information Library	Miscellaneous
Special products for the HRCC area	Miscellaneous
Special Products for the HRCC area: "Weyburn Human Resource Centre of Canada-Selected Statistics"	Miscellaneous
Useful Internet Sites for Labour Market Information	Miscellaneous
Using the Internet for your Job Search	Miscellaneous
Various labour market presentations	Miscellaneous
Various tips and procedures related to searching for work	Miscellaneous
Waterloo - Wellington Information Network for Employment and Training (WWINET)	Miscellaneous
Where the jobs are Group Session	Miscellaneous
Worker Client/Counsellor Requests/3rd Party Requests (Projects, Regional Economic Development Authorities, etc)	Miscellaneous
Youth Internet Sites Brochure	Miscellaneous
"Careers" section Database	Occupations
120 Occupational Profiles by NOC for NLMISYS	Occupations
Alberta Occupational Profiles	Occupations
Analyse des besoins en main-d'oeuvre et de formation par profession	Occupations
Besoins de rcrutement de la part des entreprises du CRHC	Occupations
Déséquilibres professionnels 1997-2000 (522 professions) CRHC Shawinigan MAURICIE	Occupations
Education Why? An overview of career Option in high technology	Occupations
Enquête sur les caractéristiques de la demande de main-d'oeuvre au Québec, résultats globaux pour le Bas-St-Laurent, février 1997	Occupations
Estimation de besoins de formation 1997-98; professions, cours, analyse, expertise et réunions CRHC Shawinigan MAURICIE	Occupations
Exercice des déséquilibres professionnels	Occupations
Graduate Results Report	Occupations

HRC Prince Albert - Employment by occupation	Occupations
ie - Occupational Profile (value-added to NLMIS profiles or customized to user needs)	Occupations
Labour Market Summary (Occupational Profiles)	Occupations
Liste des professions retenues pour le programme Étudiants indépendants: territoire du CRHC Saint-Hyacinthe	Occupations
LMI Report - Helicopter Pilot Report Attached	Occupations
NOCDATA spreadshe[illegible]	Occupations
Nursing Occupations in Winnipeg, Sept 97	Occupations
Occupation Profile	Occupations
Occupational Profile	Occupations
Occupational Profiles	Occupations
Occupational Profiles (Through Kiosks, Internet, Intranet)	Occupations
Occupational Profiles (NLMISYS)	Occupations
Occupational Profiles for the NLMIS (20)	Occupations
Occupational Review	Occupations
Occupational Summaries	Occupations
Occupational Summaries - Amherst	Occupations
Occupational Summary	Occupations
Occupational Summary (NLMIS)	Occupations
Okanagan Occupational Profile	Occupations
Prevailing Hours	Occupations
Profil Occupationnel	Occupations
Profil occupationnel (PCN)	Occupations
Profil Occupationnel CRHC Longueuil	Occupations
Profils Occupationnels	Occupations
Profils Occupationnels - CRHC Shawinigan	Occupations
Reasonable Hours for Fishers Helpers	Occupations
Sommaire occupationnel	Occupations
Trainee Results Database	Occupations
Truck Drivers	Occupations
Vacancy/Claimant information	Occupations
Alberta Job Futures	Occupations - Opportunities & Occupations in demand
Caractéristiques de la demande de main-d'oeuvre et des besoins de formation 1996-1997	Occupations - Opportunities & Occupations in demand
Demand List	Occupations - Opportunities & Occupations in demand
Document d'analyse des emplois en demande	Occupations - Opportunities & Occupations in demand
Document d'information sur les professions en demande, en équilibre et en surplus. 1997-2000 Région de Québec	Occupations - Opportunities & Occupations in demand
Document d'information sur les professions significatives (professions en demande, en équilibre et en surplus), CRHC Rimouski	Occupations - Opportunities & Occupations in demand
Emplois les plus souvent signalés - Région de l'Estrie	Occupations - Opportunities & Occupations in demand

Employment Opportunity Survey	Occupations - Opportunities & Occupations in demand
Guide de renseignements sur les occupations en demande	Occupations - Opportunities & Occupations in demand
High & Low Opportunity Occupations	Occupations - Opportunities & Occupations in demand
High & Low Opportunity Occupations List(s) - Amherst	Occupations - Opportunities & Occupations in demand
High and Low Opportunity Occupations	Occupations - Opportunities & Occupations in demand
High Demand Occupation list	Occupations - Opportunities & Occupations in demand
High Opportunity Occupation List	Occupations - Opportunities & Occupations in demand
Job Futures (Vol1): Occupations by 4 digit unit group NOC Codes	Occupations - Opportunities & Occupations in demand
Job Opportunities Survey	Occupations - Opportunities & Occupations in demand
Job Opportunity Survey (JOS)	Occupations - Opportunities & Occupations in demand
Jobs Most Frequently Advertised	Occupations - Opportunities & Occupations in demand
Jobs on the Internet	Occupations - Opportunities & Occupations in demand
Liste de profession (167) en demande et surplus CRHC Shawinigan MAURICIE	Occupations - Opportunities & Occupations in demand
Liste de profession en demande et surplus	Occupations - Opportunities & Occupations in demand
Liste de professions en demande - Région métropolitaine de Montréal - 1997-98	Occupations - Opportunities & Occupations in demand
Liste des emploies en demande en Abitibi-Témiscamingue	Occupations - Opportunities & Occupations in demand
Liste des occupations en demande	Occupations - Opportunities & Occupations in demand
Liste des occupations SAP par CRHC	Occupations - Opportunities & Occupations in demand
Liste des occupations SAP par CRHC	Occupations - Opportunities & Occupations in demand
Liste des professions en demande	Occupations - Opportunities & Occupations in demand
Liste des professions en demande - Région Métropolitaine de Montréal - 1997-98	Occupations - Opportunities & Occupations in demand
Liste des professions en demande (LLL) et région métropolitaine	Occupations - Opportunities & Occupations in demand
Liste des professions en demande SAP	Occupations - Opportunities & Occupations in demand
Listes d'occupations pour le service d'aide aux prestataires - Occupations en demande Portneuf	Occupations - Opportunities & Occupations in demand

Listes d'occupations pour le service d'aide aux prestataires - Occupations en demande pour la région de Québec	Occupations - Opportunities & Occupations in demand
Occupational Review/ Occupational Outlook/ Demand-Supply Lists	Occupations - Opportunities & Occupations in demand
Occupations in Demand	Occupations - Opportunities & Occupations in demand
Occupations in demand for Voc Rehab client	Occupations - Opportunities & Occupations in demand
Postes vacants signalés en 1996, Régions de Saint-Hyacinthe et de Granby	Occupations - Opportunities & Occupations in demand
Professions en demande et professions en déclin au Nouveau-Brunswick	Occupations - Opportunities & Occupations in demand
Professions présentant de bonne possibilités d'emploi - Région de l'Estrie	Occupations - Opportunities & Occupations in demand
Renseignement sur les occupations en demande - Québec métropolitain	Occupations - Opportunities & Occupations in demand
Significant Occupational Profiles	Occupations - Opportunities & Occupations in demand
Tableau sur les postes vacants	Occupations - Opportunities & Occupations in demand
Upcoming Opportunities	Occupations - Opportunities & Occupations in demand
Upcoming Opportunities - Amherst	Occupations - Opportunities & Occupations in demand
Upcoming Opportunities - New Glasgow	Occupations - Opportunities & Occupations in demand
Vacancy & Employment Opportunities	Occupations - Opportunities & Occupations in demand
Vacancy and Regular Client Report (JOS)	Occupations - Opportunities & Occupations in demand
Document d'information sur les salaires	Occupations - Wages
Document sur les taux de salaire	Occupations - Wages
Estimated Hourly Wage Rates	Occupations - Wages
Formation disponible et salaires des professions en demande	Occupations - Wages
Greater Victoria Wages & Condition of Employment	Occupations - Wages
Guide sur les taux de salaires par occupation Territoire Côte-Nord	Occupations - Wages
HRCC Fredericton Wage Report	Occupations - Wages
HRCC Skn Wage Survey - 1997	Occupations - Wages
Metro Toronto and York Region Wage Book Report	Occupations - Wages
Nova Scotia Wage Information	Occupations - Wages
Peel Halton Dufferin Wage Book	Occupations - Wages
Prevailing Wages and Terms and Conditions	Occupations - Wages
Rapport sur les salaires1997	Occupations - Wages
Registre des taux de salaire	Occupations - Wages
Salaires par profession	Occupations - Wages
Salaires versés dans diverses professions - Région de Sherbrooke	Occupations - Wages
Salaires, conditions de travail et perspectives d'emploi	Occupations - Wages

Sample Wage Rates - Quinte Area	Occupations - Wages
Taux de salaire	Occupations - Wages
Taux de salaire (Consolide du fichier emploi-avenir, Document utilisé en attente d'une analyse salariale)	Occupations - Wages
Wage and Conditions of Employment Report	Occupations - Wages
Wage and Salary Survey Northern Saskatchewan	Occupations - Wages
Wage Book	Occupations - Wages
Wage Information	Occupations - Wages
Wage Rate Book	Occupations - Wages
Wage Rate database (Wage Book)	Occupations - Wages
Wage Rate Report - Amherst	Occupations - Wages
Wage Report	Occupations - Wages
Wages & Conditions of Employment	Occupations - Wages
Wages & Conditions of Employment in Greater Victoria	Occupations - Wages
Wages and employment opportunities	Occupations - Wages
Wages and Working Conditions Report	Occupations - Wages
Wages rates of various occupations	Occupations - Wages
Waterloo Region + Wellington County Wage Report	Occupations - Wages
La classification type des industries	Others
NLMIS	Others
Varies	Others
"The Phase"	Outlooks / Issues - Challenges
"The Pulse"	Outlooks / Issues - Challenges
Alberta Labour Market Bulletin	Outlooks / Issues - Challenges
Analyse de l'environement socio-économique dans le cadre du Plan d'Affaires du CRHC Saint-Hyacinthe	Outlooks / Issues - Challenges
Analyse du marché du travail, Territoire Abitibi-Témiscamingue	Outlooks / Issues - Challenges
Analyse externe	Outlooks / Issues - Challenges
Analyse externe pour plan d'affaires du CRHC	Outlooks / Issues - Challenges
Analyse particulière de l'évolution du marché du travail pour l'assurance-emploi	Outlooks / Issues - Challenges
Annual Labour Market Review	Outlooks / Issues - Challenges
Bilan d'indicateurs pour les Assises régionales sur la situation de l'économie et de l'emploi en Mauricie	Outlooks / Issues - Challenges
Bulletin	Outlooks / Issues - Challenges
Bulletin IMT	Outlooks / Issues - Challenges
Bulletin mensuel sur le marché du travail - CRHC Shawinigan MAURICIE	Outlooks / Issues - Challenges
Bulletin mensuel sur le marché du travail (Intranet et Internet) Bulletin " Au Courant ..." Copie papier	Outlooks / Issues - Challenges
Bulletin sur le marché du travail	Outlooks / Issues - Challenges
Bulletin sur le marché du travail - CRHC de Saint-Hyacinthe	Outlooks / Issues - Challenges
Bulletin sur le marché du travail - Île de Montréal	Outlooks / Issues - Challenges
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Bulletin sur le marché du travail de la Côte-Nord	Outlooks / Issues - Challenges
Bulletin sur le marché du travail des régions Laval-Laurentides-Lanaudière	Outlooks / Issues - Challenges
Bulletin sur le marché du travail, Abitibi-Témiscamingue	Outlooks / Issues - Challenges
Calgary and Area Job Market Trends	Outlooks / Issues - Challenges
Document de problématique sur le marché du travail	Outlooks / Issues - Challenges
Document portant sur l'évolution récente et les perspectives de l'économie et le marché du travail de la Côte-Nord	Outlooks / Issues - Challenges
Economic Overview	Outlooks / Issues - Challenges
Economic Overview - North Saskatchewan	Outlooks / Issues - Challenges
Economic Review	Outlooks / Issues - Challenges
Economic Scan	Outlooks / Issues - Challenges
Economic Update Quinte Area	Outlooks / Issues - Challenges
Économie en bref	Outlooks / Issues - Challenges
Environement et enjeux	Outlooks / Issues - Challenges
Environement socio-économique du CRHC Québec 1997-98	Outlooks / Issues - Challenges
Environement socio-économique du CRHC Sainte-Foy 1997-98	Outlooks / Issues - Challenges
Environement socio-économique et problématiques du marché du travail (anciennement connu comme "Analyse externe")	Outlooks / Issues - Challenges
Environmental Scan	Outlooks / Issues - Challenges
Environmental Scan for HRC Business Plan	Outlooks / Issues - Challenges
Environmental Scan of HRCC and Satellite HRCs area	Outlooks / Issues - Challenges
Environnement et enjeux	Outlooks / Issues - Challenges
Environnement et enjeux (Résumé de Problématique de main d'oeuvre)	Outlooks / Issues - Challenges
Environnement, les problématiques et les enjeux 1997-98 et le suivi (8/97): les indicateurs du marché du travail et l'emploi industriel	Outlooks / Issues - Challenges
Environnement, les problématiques et les enjeux 1997-98 et le suivi (8/97): les indicateurs du marché du travail et l'emploi industriel Crhc Shawinigan MAURICIE	Outlooks / Issues - Challenges
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Information sur le marché du travail	Outlooks / Issues - Challenges
Knowledge and Information Networks	Outlooks / Issues - Challenges
Kootenay Labour Market Review	Outlooks / Issues - Challenges
Labour Market Bulletin	Outlooks / Issues - Challenges
Labour Market Bulletins	Outlooks / Issues - Challenges
Labour Market Information Monthly Report	Outlooks / Issues - Challenges
Labour Market Report	Outlooks / Issues - Challenges
Labour Market Review	Outlooks / Issues - Challenges
Labour Market Review - Amherst	Outlooks / Issues - Challenges

Labour Market Review (24 reviews produced in Ontario, 1 for every CMA and Economic Region and roll-ups for Eastern Ontario, Northern Ontario, Toronto and South-west Ontario	Outlooks / Issues - Challenges
Labour Market Trends	Outlooks / Issues - Challenges
Labour Market Trends (one page)	Outlooks / Issues - Challenges
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Prévision des déséquilibres professionnels par groupe de base	Outlooks / Issues - Challenges
Prévision sur les emplois vacants et les vacances signalées	Outlooks / Issues - Challenges
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Problématique du marché du travail	Outlooks / Issues - Challenges
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Situation socio-économique de la MRC Rivière du Nord	Outlooks / Issues - Challenges
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The WORK Place	Outlooks / Issues - Challenges
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Trends in the 90s	Outlooks / Issues - Challenges
Upper Island/Central Coast Environmental Scan	Outlooks / Issues - Challenges

Upper Island/Central Coast Labour Market Review	Outlooks / Issues - Challenges
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Liste des partenaires et des organismes du territoire	Partners & Organizations
Saskatchewan Mining Association Membership List	Partners & Organizations
Unions & Professional Associations Lists	Partners & Organizations
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Active Claimants list - Restigouche by Major NOCs	Population / Labour Force / EI Claims
Beneficiaries by Noc	Population / Labour Force / EI Claims
Bulletin sur la clientèle prestataire	Population / Labour Force / EI Claims
Bulletin sur les demandes initiales et renouvelées et les prestataires	Population / Labour Force / EI Claims
Calgary Youth Unemployment (Age 15-24) Information Sheet	Population / Labour Force / EI Claims
Churchill River Federal Constituency Demographic Study	Population / Labour Force / EI Claims
Claimant Profiles	Population / Labour Force / EI Claims
Commuting Patterns Report	Population / Labour Force / EI Claims
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Déplacement des travailleurs - RMR de Montréal	Population / Labour Force / EI Claims
Déplacements des travailleurs, réseau LLL	Population / Labour Force / EI Claims
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EI Claimant Profile	Population / Labour Force / EI Claims
EI Claimants by community by indusrty	Population / Labour Force / EI Claims
Employment Insurance Claimant Summary	Population / Labour Force / EI Claims
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Enquete sur le taux d'érosion (Côte-Nord)	Population / Labour Force / EI Claims
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HRC Flin Flon Area Demcgraphic Study	Population / Labour Force / EI Claims
HRC La Ronge (West Side) Demographic Study	Population / Labour Force / EI Claims
HRC La Ronge Demographic Study	Population / Labour Force / EI Claims
HRCC Saskatoon Area Demographic Study	Population / Labour Force / EI Claims
Human Resouce Profile	Population / Labour Force / EI Claims

Human Resource Profile	Population / Labour Force / EI Claims
Human Resource Profiles	Population / Labour Force / EI Claims
Identification et caractéristiques des clientèles cibles	Population / Labour Force / EI Claims
La clientèle de l'assurance-emploi, son évolution récente, CRHC Rimouski	Population / Labour Force / EI Claims
Les jeunes et les perspectives du marché du travail	Population / Labour Force / EI Claims
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Nombre et revenu d'emploi des personnes de 15 ans et plus ayant travaillé en 1990 par profession détaillée selon le sexe - Réseau Montérégie	Population / Labour Force / EI Claims
Older Workers in Management Area	Population / Labour Force / EI Claims
Personnes handicapées: Principales caractéristiques démographiques et socio-économiques	Population / Labour Force / EI Claims
Population and Labour Force Patterns of Older Workers 1976-1994 (produced for Eastern Ontario, Toronto, and South-western Ontario	Population / Labour Force / EI Claims
Population autochtone: Principales caractéristiques démographiques et socio-économiques	Population / Labour Force / EI Claims
Population by HRDC Region & HRCC District	Population / Labour Force / EI Claims
Portrait: Labour Force Survey Monthly Report (reports covers all CMAs and Economic Regions in Ontario	Population / Labour Force / EI Claims
Prestataire aptes au travail (PAT) selon l'activité économique	Population / Labour Force / EI Claims
Prestataires actifs aptes au travail (PAAT) selon la profession	Population / Labour Force / EI Claims
Prestataires actifs aptes au travail (PAAT) selon l'âge et le sexe	Population / Labour Force / EI Claims
Prévision des demandes initiales et renouvelées reçues à l'assurance-emploi	Population / Labour Force / EI Claims
Prévisions des volumes de DIRR	Population / Labour Force / EI Claims
Principales caractéristiques démographiques et socio-économiques de la population et des groupes cibles	Population / Labour Force / EI Claims
Profil d'analyse - Personne handicapées en Abitibi-Témiscamingue. Caractéristiques démographiques et socio-économiques Produit en juin 1995	Population / Labour Force / EI Claims
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Profil de la clientèle prestataire des régions de Saint-Hyacinthe et de Granby	Population / Labour Force / EI Claims
Profil de la population jeune du CEC Rouyn-Noranda	Population / Labour Force / EI Claims

Profil de la population locale des régions de Saint-Hyacinthe et de Granby	Population / Labour Force / EI Claims
Profil des prestataires d'assurance-emploi en 1995 et 1996 (unilingue français)	Population / Labour Force / EI Claims
Profil des ressources humaines	Population / Labour Force / EI Claims
Profil des revenus des familles	Population / Labour Force / EI Claims
Rapport emploi-population comme indicateur du marché du travail (LLL)	Population / Labour Force / EI Claims
Rapport trimestriel des demandes initiales et renouvelées reçues (DIRR)	Population / Labour Force / EI Claims
Regular EI Claims Report	Population / Labour Force / EI Claims
Report on E.I. Claimants for the city of Scarborough	Population / Labour Force / EI Claims
Revenu d'emploi & navetage des résidents du CRHC Longueuil par professions detaillées - Recensement 1991	Population / Labour Force / EI Claims
Tableau sur le nombre de prestataires par rapport à la population	Population / Labour Force / EI Claims
Tableau sur le nombre de prestataires par rapport à leur date de fin de prestations (Gappers)	Population / Labour Force / EI Claims
Volumes des demandes initiales et Renouvelées d'assurance-Emploi pour notre bureau en comparaison avec l'années précédente	Population / Labour Force / EI Claims
Youth Population in Management Area	Population / Labour Force / EI Claims
Youth: Labour Market and Educational Patterns, 1976-1994 (produced for Eastern Ontario, Toronto, and South-western Ontario	Population / Labour Force / EI Claims

Section Four

NATIONAL

	# of product produced	Occupational Title and Code	Example Titles	Nature of Work	Main Duties	Employment Requirements	Related Occupations	Employment Trends/Outlook	Terms and Conditions	Employment by industry	Professional Associations	Training Availability	Wage Ranges	Employment by Age and Sex	Indicators	Employment Potential	Vacancy Count	EI Claimants	Employed Labour Force	Name and Address of Employers	Name and description of educational or training programs	Name and address of educational institution	Industry Title and Code	Description of industry	Number of Employers and Employees by Firm Size	Significant Employers	Main Occupations	Industrial Associations	Additional References	Description of Major Sector	Major Industrial Event	Major Occupational events	Major Projects	Highlights of community and economic base
Occupations	83	55	27	35	35	41	26	59	46	28	27	32	63	19	37	45	33	41	22	17	20	22	5	1	1	12	12	11	5	3	6	14	6	3
Occupations - Opportunities & Occupations in demand	83	31	5	6	9	13	4	32	13	6	4	4	27	1	5	39	19	24	6	6	2	3	2	1	2	4	15	2	5	2	9	11	11	6
Occupations - Wages	83	23	2	5	1	3		5	8	1	1	2	36	1	3	4	2	3	3	1	2				1	1	2	1	2	1	2	1	1	
Community	83	4	2	1		4		9		16			7	21	12	8	5	21	18	3	6	1	7	12	15	23	10	6	4	12	5	3	4	19
Outlooks/Issues - Challenges	124	15	5	5	4	13	2	53	6	23	4	5	20	23	46	33	20	45	51	4	2	4	13	24	13	12	13	6	8	26	56	46	51	51
Employers	91	11						2		8	1		6		1	8		1		44	4		15	4	15	17	3	1	1	4				1
Industry	90	3	2	4	4	6		15	8	14	3	4	11	1	6	9		4	2	8	1	5	10	17	4	13	6	6	9	8	13	3	11	5
Partners & Organizations	4	1	1				1				1	1								1			1					2						
Major Events/News	37	2				3		13	4	2	3	4	13	2	1	11	3	4	3	9	1	2	2	6	3	7	7	5	5	7	23	23	25	14
Population/Labour Force/EI Claims	67	13	1			1	1	9	1	9		1	17	11	10	5	1	29	13			1	5	1	1	2	2		2	2	2	1	1	8
Internal HRDC Planning	37	2						6	1	2		1	2	2	2	4	5	14	6	2	1	1		2		2	2		1	5	5	6	5	3
Miscellaneous	92	17	12	18	12	30	12	46	28	26	14	24	41	21	21	28	30	35	31	24	17	15	14	28	24	25	23	10	14	31	28	31	27	31
Unknown	3	1			1	1	1		1	1				2						1														

NATIONAL

	# of product produced	Population	Climate	Housing	Educational Facilities	Medical Facilities	Recreation Facilities	Cultural Facilities	Points of Service	Aboriginal, Disabled etc. (Data + Narrative Information	Agricultural Info	Apprenticeship Info	Demand Appreciation	Pasta Code	Comparison of hours of work	Challenges and risks of the HRCC	Description of income tax credit	Description of the HRCC territory	Results of the Labour Market Survey	Information on particular clients	Employment by occupation	Employable SARs	Employment by Occupation	Employment Levels	Employment Opportunity in other Province	Evaluation of training needs	General Internet Introduction	Group most at risk of becoming unemployed	HRDC Programs	HRDC Training Related spending in the area	Industry Hiring Practices
Occupations	83	46	2	1	1				3	2					1											2		1	1		
Occupations - Opportunities & Occupations in demand	57	21				1			2			2										1	2								
Occupations - Wages	33	10							1																						
Community	59	36	3	8	14	7	6	6	8	2									5		1	7								1	
Outlooks/Issues - Challenges	124	81	4	11	5	3	1	1	12		1					2			5	1	1	1	5	2		1		2	3		
Employers	23	7			1	1	1	1	3																						
Industry	29	19		2	2	2	2	2																							
Partners & Organizations	5																														
Major Events/News	37	14	2	7	4	2	3	2	1													2						2	1		
Population / Labour Force / EI Claims	67	37		1	1	1	1	1														2	2			1					
Internal HRDC Planning	27	16	1	2	2				4	1																					
Miscellaneous	72	44	5	9	6	4	1	1	18	4					1							4			1		1	6	4		
Unknown	52																1														

NATIONAL

	# of product produced	Information to media	Information on present retreat policies	Initiatives Undertaken by the Province	Graduates integration of occupation	Internet Addresses	Interview Tips	Job Search Tips	Job search tips and techniques	Key Skills	List of Material Avaiable at the Job Information Centre	list of document received in the quarter available for consultation	Listing of products available	Major Daily Newspaper	Matrice industrie/occupation	Mineral Development	New businesses	Norms for different Types of fisheries	Occupations and sectors that will be the most affected in the next 5 years	Outcome of HRIF	Outlooks / Issues - Challenges	Partners & Organizations	Place of work-Place of residence	Postal Codes per region	Presentations	Principal economic intervener	Profile of claimants without declared revenue	Labour market Problematics	Labour Market active policies	Profile of the Mussel Industry and technical Info on the operations of a mussel farm	Program S invested in community	Unknown
Occupations	53					4			1		1				1				1	2							3				
Occupations - Opportunities & Occupations in demand	57				1	6			2					2	2											1	3		1		
Occupations - Wages	39					3			1																						
Community	39			1		4							1	4													1				
Outlooks / Issues - Challenges	134			1		17			1	2		1		9	2									24			9				
Employers	51					4			1					2																	
Industry	29					2			3							1															
Partners & Organizations	4					2																									
Major Events / News	37					4		1	3	2				3																	
Population / Labour Force / EI Claims	67		1			1			1											1											
Internal HRDC Planning	27			1		3								2	1								1				1				
Miscellaneous	77	2	1	1	2	24		3	1	6		3		1	8									1		2					
Unknown	3																														

NATIONAL

	# of product produced	Programs and Services	Resume writing	Geographic hiring sector	Self-serve library with LMI contents	Small Business use of Internet by number of employees and by industry	Social Assistance Recipients	External Analysis summary modified according to the reader	Training Need Assessment	Training needs	Training Outcome Information	Transportation	Transportation facilities	Turnover Rates	Types of employers and job seekers using internet to find workers-jobs	Vacancies notified	Vacancy/Claimant Comparison	Fishing, Forestry, Mining Stats	Retail, Manufacturing Stats	Survey Methodology	Tourism, Film, Technology
Occupations	13			1			1			1	2						5				1
Occupations - Opportunities & Occupations in demand	2			1																	
Occupations - Wages	1																			1	1
Community	10		1				4	1					2								
Outlooks / Issues - Challenges	11	2					6			2						1		2	1		
Employers	2																				
Industry	2																				
Partners & Organizations	1																				
Major Events / News	5						2			4											
Population / Labour Force / EI Claims	5						1		1				1	1							
Internal HRDC Planning	4					1	2	1			1				1						
Miscellaneous	22		2		2		5		1	8				2		1					1
Unknown	2																				

APPENDIX 1-2 – LMI SUPPLY

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(based on the number of surveys reporting that product is produced)

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Availability of Core Components in National Common Products by Province
(based on the % of surveys reporting that a component is included in a product: HIGH > 66%, MOD 34 - 65%, LOW 0 - 33%)

Section One

Review of Labour Market Information

Phase 1(b): Stocktaking of National Common Products

The Internal Audit Bureau is in the process of completing the stocktaking of existing Labour Market Information (LMI). Where the earlier survey conducted late last fall sought to identify and describe the range of LMI being produced within the Department, the focus of this questionnaire is exclusively on the production of National Common Products (NCP). The purpose of this questionnaire is not only to create a comprehensive overview of the current state of development of the NCPs produced across the country, but also to provide a benchmark against which future progress may be compared.

The survey form which follows has been designed to capture information on the number and types of National Common Products (NCP) being produced in your Labour Market Area. The questionnaire was developed with the cooperation of the regional LMI Coordinators and has been designed to be as clear and simple to answer as possible. Please see the instructions below for completing the questionnaire.

Instructions for Completion

The survey includes one page for each NCP and a number of questions. In addition, each page contains a table with a comprehensive list of components which could be included where appropriate in a specific NCP. The list of components to choose from is the same for each NCP, however light blue shading has been used to identify the mandatory components for each particular product. If in your Labour Market Area you include other components in a given NCP, please identify them on the table along with the mandatory items included in your product.

The survey form should be completed electronically. Selections may be made with a click of the mouse on the shaded areas, and by typing responses in the selected fields where necessary. Files should be saved as Word documents under different names before closing and returning the attachments.

We ask that one survey form be completed for each Labour Market Area for which you are responsible.

The completed forms should be returned to your regional office by August 3rd, according to the instructions on the covering memo. If you have any questions or comments, please direct them to your regional Coordinator.

Thank you for your cooperation

Alistair Rondeau

Director, Data Analysis and Information Technology
Internal Audit Bureau

LMI Survey Phase I(b)

Province or Territory

BC	Yukon	Alta.	NWT	Sask.	Mtba.	Ont.	Que.	NB	PEI	NS	NFLD
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

For each Labour Market Area, please complete a separate questionnaire, answering the following questions

Completed by: _____ Telephone #: _____

Labour Market Area: _____

Occupational Profile:

Total Number of Occupational Profiles available in this area:

Number of significant occupations identified in this area:

Number of significant occupations analyzed (ie. the trends/outlooks component has been completed):

Number of Significant Occupational Profiles produced for area containing components:

Occupational Title and Code	
Work (Nature of)	
Employment Requirements	
Employment Trends/Outlook	
Employment by Industry	
Training Availability (Programs, Names, Addresses)	
Employment by Age and Sex	
Occupation Indicators	
Industry Indicators	
EI Claimants	
Industry Title and Code	
Overall Description of Industries	
Employers (Significant)	
Occupations (Significant)	
Occupations (Main)	
Additional References	
Service Providers (list of)	
Housing	
Cultural Facilities	
Recreation Facilities	
Major Events and Projects	
Detailed Description of Each Major Sector	

Example Titles	
Duties (Main)	
Related Occupations	
Terms and Conditions	
Professional Associations	
Wage Ranges	
Employment Potential	
Changes in Labour Market Indicators	
Vacancy Count	
Employed Labour Force	
Industry (Description of)	
Employers and Employees by Firm Size (Number of)	
Employment Levels	
Industries (Significant)	
Industrial Associations	
Population	
Climate	
Educational Facilities	
Medical Facilities	
Daily Newspapers	
Potential Employers by Occupation (Names & Addresses of)	

How many of the significant occupations analyzed have you updated in the last:

1 to 6 months:	☐	7 to 12 months:	☐
> 1 year:	☐	Not sure:	☐

Occupational Summary:

Is an Occupational Summary available for this area? YES ☐ NO ☐

Components included in the Occupational Summary: Enter "X" where appropriate

Occupational Title and Code	☐	Example Titles	☐
Work (Nature of)	☐	Duties (Main)	☐
Employment Requirements	☐	Related Occupations	☐
Employment Trends/Outlook	☐	Terms and Conditions	☐
Employment by Industry	☐	Professional Associations	☐
Training Availability (Programs, Names, Addresses)	☐	Wage Ranges	☐
Employment by Age and Sex	☐	Employment Potential	☐
Occupation Indicators	☐	Changes in Labour Market Indicators	☐
Industry Indicators	☐	Vacancy Count	☐
EI Claimants	☐	Employed Labour Force	☐
Industry Title and Code	☐	Industry (Description of)	☐
Overall Description of Industries	☐	Employers and Employees by Firm Size (Number of)	☐
Employers (Significant)	☐	Employment Levels	☐
Occupations (Significant)	☐	Industries (Significant)	☐
Occupations (Main)	☐	Industrial Associations	☐
Additional References	☐	Population	☐
Service Providers (list of)	☐	Climate	☐
Housing	☐	Educational Facilities	☐
Cultural Facilities	☐	Medical Facilities	☐
Recreation Facilities	☐	Daily Newspapers	☐
Major Events and Projects	☐	Potential Employers by Occupation (Names & Addresses of)	☐
Detailed Description of Each Major Sector	☐		

How recently was the Occupational Summary last produced? In the last:

1 to 6 months:	☐	7 to 12 months:	☐
> 1 year:	☐	Not sure:	☐

Industrial Profile:

Number of significant industries identified in this Labour Market area?

Number of significant industries analyzed? (ie. the trends/outlooks component has been completed):

Number of Industrial Profiles containing the following components:

Occupational Title and Code		Example Titles	
Work (Nature of)		Duties (Main)	
Employment Requirements		Related Occupations	
Employment Trends/Outlook		Terms and Conditions	
Employment by Industry		Professional Associations	
Training Availability (Programs, Names, Addresses)		Wage Ranges	
Employment by Age and Sex		Employment Potential	
Occupation Indicators		Changes in Labour Market Indicators	
Industry Indicators		Vacancy Count	
EI Claimants		Employed Labour Force	
Industry Title and Code		Industry (Description of)	
Overall Description of Industries		Employers and Employees by Firm Size (Number of)	
Employers (Significant)		Employment Levels	
Occupations (Significant)		Industries (Significant)	
Occupations (Main)		Industrial Associations	
Additional References		Population	
Service Providers (list of)		Climate	
Housing		Educational Facilities	
Cultural Facilities		Medical Facilities	
Recreation Facilities		Daily Newspapers	
Major Events and Projects		Potential Employers by Occupation (Names & Addresses of)	
Detailed Description of Each Major Sector			

How many of the significant industries analyzed have you updated in the last:

1 to 6 months: ☐ 7 to 12 months: ☐

> 1 year: ☐ Not sure: ☐

Industrial Structure Overview:

Is an Industrial Structure Overview available for this area? YES ☐ NO ☐

Components included in the Industrial Structure Overview: (Enter "X" where appropriate)

Occupational Title and Code	☐	Example Titles	☐
Work (Nature of)	☐	Duties (Main)	☐
Employment Requirements	☐	Related Occupations	☐
Employment Trends/Outlook	☐	Terms and Conditions	☐
Employment by Industry	☐	Professional Associations	☐
Training Availability (Programs, Names, Addresses)	☐	Wage Ranges	☐
Employment by Age and Sex	☐	Employment Potential	☐
Occupation Indicators	☐	Changes in Labour Market Indicators	☐
Industry Indicators	☐	Vacancy Count	☐
EI Claimants	☐	Employed Labour Force	☐
Industry Title and Code	☐	Industry (Description of)	☐
Overall Description of Industries	☐	Employers and Employees by Firm Size (Number of)	☐
Employers (Significant)	☐	Employment Levels	☐
Occupations (Significant)	☐	Industries (Significant)	☐
Occupations (Main)	☐	Industrial Associations	☐
Additional References	☐	Population	☐
Service Providers (list of)	☐	Climate	☐
Housing	☐	Educational Facilities	☐
Cultural Facilities	☐	Medical Facilities	☐
Recreation Facilities	☐	Daily Newspapers	☐
Major Events and Projects	☐	Potential Employers by Occupation (Names & Addresses of)	☐
Detailed Description of Each Major Sector	☐		

How recently was the Industrial Stucture Overview last produced? In the last:

1 to 6 months:	☐	7 to 12 months:	☐
> 1 year:	☐	Not sure:	☐

Community Information:

Number of Community Information products available for this Labour Market Area:

Number of Community Information products containing each of the following components:

Occupational Title and Code	
Work (Nature of)	
Employment Requirements	
Employment Trends/Outlook	
Employment by Industry	
Training Availability (Programs, Names, Addresses)	
Employment by Age and Sex	
Occupation Indicators	
Industry Indicators	
EI Claimants	
Industry Title and Code	
Overall Description of Industries	
Employers (Significant)	
Occupations (Significant)	
Occupations (Main)	
Additional References	
Service Providers (list of)	
Housing	
Cultural Facilities	
Recreation Facilities	
Major Events and Projects	
Detailed Description of Each Major Sector	

Example Titles	
Duties (Main)	
Related Occupations	
Terms and Conditions	
Professional Associations	
Wage Ranges	
Employment Potential	
Changes in I abour Market Indicators	
Vacancy Count	
Employed Labour Force	
Industry (Description of)	
Employers and Employees by Firm Size (Number of)	
Employment Levels	
Industries (Significant)	
Industrial Associations	
Population	
Climate	
Educational Facilities	
Medical Facilities	
Daily Newspapers	
Potential Employers by Occupation (Names & Addresses of)	

How many of the Community Information products have you updated in the last:

1 to 6 months:		7 to 12 months:	
> 1 year:		Not sure:	

Labour Market Review:

Frequency of production of the Labour Market Review for your area? (Never, Annually, Every 6 Months Quarterly, Every 2 Months, Monthly, or Weekly) : _____

Components included in the Labour Market Review for your area: (Enter "X" where appropriate)

Occupational Title and Code	☐	Example Titles	☐
Work (Nature of)	☐	Duties (Main)	☐
Employment Requirements	☐	Related Occupations	☐
Employment Trends/Outlook	☐	Terms and Conditions	☐
Employment by Industry	☐	Professional Associations	☐
Training Availability (Programs, Names, Addresses)	☐	Wage Ranges	☐
Employment by Age and Sex	☐	Employment Potential	☐
Occupation Indicators	☐	Changes in Labour Market Indicators	☐
Industry Indicators	☐	Vacancy Count	☐
EI Claimants	☐	Employed Labour Force	☐
Industry Title and Code	☐	Industry (Description of)	☐
Overall Description of Industries	☐	Employers and Employees by Firm Size (Number of)	☐
Employers (Significant)	☐	Employment Levels	☐
Occupations (Significant)	☐	Industries (Significant)	☐
Occupations (Main)	☐	Industrial Associations	☐
Additional References	☐	Population	☐
Service Providers (list of)	☐	Climate	☐
Housing	☐	Educational Facilities	☐
Cultural Facilities	☐	Medical Facilities	☐
Recreation Facilities	☐	Daily Newspapers	☐
Major Events and Projects	☐	Potential Employers by Occupation (Names & Addresses of)	☐
Detailed Description of Each Major Sector	☐		

Potential Employers by Occupation

Do you maintain a list of potential employers by occupation? YES ☐ NO ☐

How many employers are on that list?

What percentage of employers in the labour market area are represented on that list? __%

How many occupations are represented on that list?

Components included in the Potential Employers by Occupations list: (Enter "X" where appropriate)

Occupational Title and Code	☐	Example Titles	☐
Work (Nature of)	☐	Duties (Main)	☐
Employment Requirements	☐	Related Occupations	☐
Employment Trends/Outlook	☐	Terms and Conditions	☐
Employment by Industry	☐	Professional Associations	☐
Training Availability (Programs, Names, Addresses)	☐	Wage Ranges	☐
Employment by Age and Sex	☐	Employment Potential	☐
Occupation Indicators	☐	Changes in Labour Market Indicators	☐
Industry Indicators	☐	Vacancy Count	☐
EI Claimants	☐	Employed Labour Force	☐
Industry Title and Code	☐	Industry (Description of)	☐
Overall Description of Industries	☐	Employers and Employees by Firm Size (Number of)	☐
Employers (Significant)	☐	Employment Levels	☐
Occupations (Significant)	☐	Industries (Significant)	☐
Occupations (Main)	☐	Industrial Associations	☐
Additional References	☐	Population	☐
Service Providers (list of)	☐	Climate	☐
Housing	☐	Educational Facilities	☐
Cultural Facilities	☐	Medical Facilities	☐
Recreation Facilities	☐	Daily Newspapers	☐
Major Events and Projects	☐	Potential Employers by Occupation (Names & Addresses of)	☐
Detailed Description of Each Major Sector	☐		

How recently was the Potential Employers list last updated? In the last:

1 to 6 months:	☐	7 to 12 months:	☐
> 1 year:	☐	Not sure:	☐

Training Available by Occupation

Number of occupations for which this list is produced in your area? :

Components included in the Training list: (Enter a "X" where appropriate)

Occupational Title and Code	☐	Example Titles	☐
Work (Nature of)	☐	Duties (Main)	☐
Employment Requirements	☐	Related Occupations	☐
Employment Trends/Outlook	☐	Terms and Conditions	☐
Employment by Industry	☐	Professional Associations	☐
Training Availability (Programs, Names, Addresses)	☐	Wage Ranges	☐
Employment by Age and Sex	☐	Employment Potential	☐
Occupation Indicators	☐	Changes in Labour Market Indicators	☐
Industry Indicators	☐	Vacancy Count	☐
EI Claimants	☐	Employed Labour Force	☐
Industry Title and Code	☐	Industry (Description of)	☐
Overall Description of Industries	☐	Employers and Employees by Firm Size (Number of)	☐
Employers (Significant)	☐	Employment Levels	☐
Occupations (Significant)	☐	Industries (Significant)	☐
Occupations (Main)	☐	Industrial Associations	☐
Additional References	☐	Population	☐
Service Providers (list of)	☐	Climate	☐
Housing	☐	Educational Facilities	☐
Cultural Facilities	☐	Medical Facilities	☐
Recreation Facilities	☐	Daily Newspapers	☐
Major Events and Projects	☐	Potential Employers by Occupation (Names & Addresses of)	☐
Detailed Description of Each Major Sector	☐		

How recently was the Training Available by Occupation list last produced? In the last:

1 to 6 months:	☐	7 to 12 months:	☐
> 1 year:	☐	Not sure:	☐

Wages by Occupation

Number of occupations included in this list in your area:

Is this information produced at the 4 digit NOC level? YES ☐ NO ☐

Is this information produced at the specific job title level ? YES ☐ NO ☐

Number of Wages by Occupation containing the following components:

Occupational Title and Code	
Work (Nature of)	
Employment Requirements	
Employment Trends/Outlook	
Employment by Industry	
Training Availability (Programs, Names, Addresses)	
Employment by Age and Sex	
Occupation Indicators	
Industry Indicators	
EI Claimants	
Industry Title and Code	
Overall Description of Industries	
Employers (Significant)	
Occupations (Significant)	
Occupations (Main)	
Additional References	
Service Providers (list of)	
Housing	
Cultural Facilities	
Recreation Facilities	
Major Events and Projects	
Detailed Description of Each Major Sector	

Example Titles	
Duties (Main)	
Related Occupations	
Terms and Conditions	
Professional Associations	
Wage Ranges	
Employment Potential	
Changes in Labour Market Indicators	
Vacancy Count	
Employed Labour Force	
Industry (Description of)	
Employers and Employees by Firm Size (Number of)	
Employment Levels	
Industries (Significant)	
Industrial Associations	
Population	
Climate	
Educational Facilities	
Medical Facilities	
Daily Newspapers	
Potential Employers by Occupation (Names & Addresses of)	

How many of the Wages by Occupation have you updated in the last:

1 to 6 months:		7 to 12 months:	
> 1 year:		Not sure:	

NewsFlash

How many events of significance to your labour market area have occurred in the last year?

Is the NewsFlash produced in your area? YES ☐ NO ☐

How many have you produced in the last year?:

Components included in the NewsFlash: (Enter a "X" where appropriate)

Occupational Title and Code	☐	Example Titles	☐
Work (Nature of)	☐	Duties (Main)	☐
Employment Requirements	☐	Related Occupations	☐
Employment Trends/Outlook	☐	Terms and Conditions	☐
Employment by Industry	☐	Professional Associations	☐
Training Availability (Programs, Names, Addresses)	☐	Wage Ranges	☐
Employment by Age and Sex	☐	Employment Potential	☐
Occupation Indicators	☐	Changes in Labour Market Indicators	☐
Industry Indicators	☐	Vacancy Count	☐
EI Claimants	☐	Employed Labour Force	☐
Industry Title and Code	☐	Industry (Description of)	☐
Overall Description of Industries	☐	Employers and Employees by Firm Size (Number of)	☐
Employers (Significant)	☐	Employment Levels	☐
Occupations (Significant)	☐	Industries (Significant)	☐
Occupations (Main)	☐	Industrial Associations	☐
Additional References	☐	Population	☐
Service Providers (list of)	☐	Climate	☐
Housing	☐	Educational Facilities	☐
Cultural Facilities	☐	Medical Facilities	☐
Recreation Facilities	☐	Daily Newspapers	☐
Major Events and Projects	☐	Potential Employers by Occupation (Names & Addresses of)	☐
Detailed Description of Each Major Sector	☐		

Section Two

LMI Survey Phase 1(b)
National

No. of Surveys Completed:

BC	Yukon	Alta	NWT	Sask	Mtba	Ont	QUE	NB	PEI	NS	NFLD	Total
13	1	4	0	11	5	28	25	5	1	1	0	94

Occupational Profile:

	Range							
	0	01-10	11-50	51-100	101-250	251-500	501-600	601-9999
Total Number of Occupational Profiles available in this area.	19	6	24	14	10	1	20	0
Number of significant occupations identified	15	3	26	27	21	1	1	0
Number of significant occupations analyzed (ie. the trends/outlooks component has been completed)	21	7	24	19	14	8	1	0

Number of Significant Occupational Profiles produced in area containing components:

Range	Occupational Title and Code	Example Titles	Work (Nature of)	Duties (Main)	Employment Requirements	Related Occupations	Employment Trends/Outlook	Terms and Conditions	Employment by Industry	Professional Associations	Training Availability(Programs	Wage Ranges	Employment by Age and Sex	Employment Potential	Occupation Indicators
0	20	24	21	22	20	24	21	23	32	37	34	25	28	34	35
01-10	7	7	7	7	7	7	7	7	6	7	6	6	7	5	5
11-50	21	21	21	21	21	21	25	25	17	23	21	23	21	18	21
51-100	19	17	19	18	19	16	19	19	15	8	11	13	15	16	19
101-250	12	10	11	10	12	10	11	12	10	7	9	17	8	9	11
251-500	1	1	1	1	1	1	8	7	1	12	1	8	1	8	1
501-600	14	14	14	15	14	15	3	1	13	0	12	2	14	4	2
601-9999	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Range	Changes in Labour Market Indicators	Industry Indicators	Vacancy Count	EI Claimants	Employed Labour Force	Industry Title and Code	Industry (Description of)	Overall Description of Industries	Employers and Employees by Firm Size (Number of)	Employers (Significant)	Employment Levels	Occupations (Significant)	Industries (Significant)	Occupations (Main)	Industrial Associations	Additional References	Population	Service Providers (list of)	Climate	Housing	Educational Facilities	Cultural Facilities	Medical Facilities	Recreation Facilities	Daily Newspapers	Major Events and Projects	Potential Employers by Occupation Names & Addresses of	Detailed Description of Each Major Sector
0	87	90	78	69	78	92	93	91	93	88	90	85	90	91	92	92	92	94	94	94	91	94	94	94	93	90	82	92
01-10	3	0	1	2	2	0	0	1	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	3	1	1
11-50	2	2	4	9	5	1	1	1	1	2	2	5	1	1	2	0	2	0	0	0	0	1	0	0	0	0	7	0
51-100	2	2	8	7	5	0	0	1	0	2	1	3	1	1	0	1	0	0	0	0	1	0	0	0	0	0	2	1
101-250	0	0	2	3	3	0	0	0	0	1	1	1	1	1	0	0	0	0	0	0	1	0	0	0	1	1	0	0
251-500	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
501-600	0	0	1	3	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
601-9999	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

How many of the significant occupations analyzed have you updated in the last:

Range	Analyzed 1 to 6 months	Analyzed 7 to 12 months	Analyzed > 1 yr	Analyzed not sure
0	63	67	77	88
01-10	2	6	1	1
11-50	13	13	9	3
51-100	7	2	4	2
101-250	6	4	3	0
251-500	3	1	0	0
501-600	0	1	0	0
601-9999	0	0	0	0

Occupational Summary:

Is an Occupational Summary available for this area?

Yes	No
63	31

Components included in the Occupational Summary:

	Occupational Title and Code	Example Titles	Work (Nature of)	Duties (Main)	Employment Requirements	Related Occupations	Employment Trends/Outlook	Terms and Conditions	Employment by Industry	Professional Associations	Training Availability/Programs	Wage Ranges	Employment by Age and Sex	Employment Potential	Occupation Indicators	Changes in Labour Market Indicators	Industry Indicators	Vacancy Count	EI Claimants	Employed Labour Force
Count:	63	8	11	8	13	6	58	59	4	4	7	60	6	53	51	5	2	47	54	57

	Industry Title and Code	Industry (Description of)	Overall Description of Industries	Employers and Employees by Firm Size (Number of)	Employers (Significant)	Employment Levels	Occupations (Significant)	Industries (Significant)	Occupations (Main)	Industrial Associations	Additional References	Population	Service Providers (list of)	Climate	Housing	Educational Facilities	Cultural Facilities	Medical Facilities	Recreation Facilities	Daily Newspapers	Major Events and Projects	Potential Employers by Occupation(Names & Addresses of)	Detailed Description of Each Major Sector
Count:	2	1	1	3	1	5	7	2	4	2	1	1	1	1	1	3	2	1	1	2	1	4	2

How many of the significant occupations analyzed have you updated in the last:

Range	Analyzed 1 to 6 months	Analyzed 7 to 12 months	Analyzed > 1 yr	Analyzed not sure
0	63	67	77	88
01-10	2	6	1	1
11-50	13	13	9	3
51-100	7	2	4	2
101-250	6	4	3	0
251-500	3	1	0	0
501-600	0	1	0	0
601-9999	0	0	0	0

Industrial Profile:

	Range							
	0	01-10	11-50	51-100	101-250	251-500	501-600	601-9999
Number of significant industries identified in this Labour Market area.	52	20	17	1	2	1	0	1
Number of significant industries analyzed.	62	17	14	0	0	1	0	0

Number of Industrial Profiles containing the following components:

Range	Occupational Title and Code	Example Titles	Work (Nature of)	Duties (Main)	Employment Requirements	Related Occupations	Employment Trends/Outlook	Terms and Conditions	Employment by Industry	Professional Associations	Training Availability/Programs	Wage Ranges	Employment by Age and Sex	Employment Potential	Occupation Indicators	Changes in Labour Market Indicators	Industry Indicators	Vacancy Count	EI Claimants	Employed Labour Force	Industry Title and Code	Industry (Description of)	Overall Description of Industries	Employers and Employees by Firm Size (Number of)	Employers (Significant)	Employment Levels
0	80	90	90	90	87	91	63	80	84	90	91	90	91	91	90	88	88	92	91	92	62	72	88	79	77	79
01-10	5	3	4	3	7	3	16	4	5	3	3	3	3	3	4	4	4	3	3	1	17	14	5	11	13	8
11-50	0	1	0	1	0	0	14	1	4	0	0	0	0	1	0	2	3	0	0	1	11	3	1	3	3	6
51-100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
101-250	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
251-500	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
501-600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
601-9999	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1

Range	Occupations (Significant)	Industries (Significant)	Occupations (Main)	Industrial Associations	Additional References	Population	Service Providers (1st of)	Climate	Housing	Educational Facilities	Cultural Facilities	Medical Facilities	Recreation Facilities	Daily Newspapers	Major Events and Projects	Potential Employers by Occupation(Names & Addresses of)	Detailed Description of Each Major Sector
0	87	90	76	74	73	93	93	93	93	93	93	93	93	92	92	93	91
01-10	6	2	11	5	16	1	1	1	1	1	1	1	1	2	1	1	3
11-50	1	2	6	5	5	0	0	0	0	0	0	0	0	0	1	0	0
51-100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
101-250	0	0	1	10	0	0	0	0	0	0	0	0	0	0	0	0	0
251-500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
501-600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
601-9999	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Industrial Structure Overview:

Is an industrial Structure Overview available for this area?

Yes	No.
45	49

Components included in the Industrial Structure Overview:

	Occupational Title and Code	Example Titles	Work (Nature of)	Duties (Main)	Employment Requirements	Related Occupations	Employment Trends Outlook	Terms and Conditions	Employment by Industry	Professional Associations	Training Availability/Programs	Wage Ranges	Employment by Age and Sex	Employment Potential	Occupation Indicators	Changes in Labour Market Indicators	Industry Indicators	Vacancy Count	EI Claimants	Employed Labour Force	Industry Title and Code	Industry (Description of)
Count:	2	2	2	1	3	1	0	3	0	3	1	2	2	3	1	3	2	0	4	4	2	0

	Overall Description of Industries	Employers and Employees by Firm Size (Number of)	Employers (Significant)	Employment Levels	Occupations (Significant)	Industries (Significant)	Occupations (Main)	Industrial Associations	Additional References	Population	Service Providers (Institutions)	Climate	Housing	Educational Facilities	Cultural Facilities	Medical Facilities	Recreation Facilities	Daily Newspapers	Major Events and Projects	Potential Employers by Occupation, Names & Addresses of	Detailed Description of Each Major Sector
Count:	37	8	5	4	3	36	1	1	0	1	0	0	0	0	0	0	0	2	2	2	2

	Produced 1 to 6 months	Produced 7 to 12 months	Produced > 1 yr	Produced not sure
Count:	26	9	8	2

Community Information:

	Range							
	0	01-10	11-50	51-100	101-250	251-500	501-600	601-9999
Number of Community Information Products available for this Labour Market Area?	33	42	15	4	0	0	0	0

Number of Community Information products containing each of the following components:

Range	Occupational Title and Code	Example Titles	Work (Nature of	Duties (Main	Employment Requirements	Related Occupations	Employment Trends Outlook	Terms and Conditions	Employment by Industry	Professional Associations	Training Availability/Programs	Wage Ranges	Employment by Age and Sex	Employment Potential	Occupation Indicators	Changes in Labour Market Indicators	Industry Indicators	Vacancy Count	EI Claimants	Employed Labour Force	Industry Title and Code
0	90	92	90	92	91	92	82	90	79	90	89	84	89	86	88	84	90	89	69	79	88
01-10	3	1	3	1	2	1	10	3	14	2	4	9	12	7	6	10	4	5	14	14	6
11-50	1	1	1	1	1	1	2	1	1	1	0	1	2	1	0	0	0	0	7	1	0
51-100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0
101-250	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
251-500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
501-600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
601-9999	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Range	Industry (Description of)	Overall Description of Industries	Employers and Employees by Firm Size (Number of)	Employers (Significant)	Employment Levels	Occupations (Significant)	Industries (Significant)	Occupations (Main)	Industrial Associations	Additional References	Population	Service Providers (list of)	Climate	Housing	Educational Facilities	Cultural Facilities	Medical Facilities	Recreation Facilities	Daily Newspapers	Major Events and Projects	Potential Employers by Occupation, Names & Addresses of	Detailed Description of Each Major Sector
0	85	81	68	75	85	84	78	88	93	91	33	65	71	70	62	77	75	79	72	67	90	85
01-10	9	11	15	15	7	10	13	5	1	3	41	22	19	19	27	13	14	12	21	22	4	6
11-50	0	2	8	4	2	0	3	0	0	0	18	7	4	5	5	4	5	3	1	4	0	1
51-100	0	0	3	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	1	0	0
101-250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
251-500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
501-600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
601-9999	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

How many of the Community Information products have you updated in the last:

Range	1 to 6 months	7 to 12 months	> 1 yr	Not sure
0	59	78	74	91
01-10	23	14	17	2
11-50	9	2	3	1
51-100	3	0	0	0
101-250	0	0	0	0
251-500	0	0	0	0
501-600	0	0	0	0
601-9999	0	0	0	0

Labour Market Review:

Frequency of production in your area?

not produced:	17
annually:	3
every 6 months:	1
quarterly:	33
every 2 months:	3
monthly:	37
weekly:	0

Components included in the Labour Market Review for your area:

	Occupational Title and Code	Example Titles	Work (Nature of	Duties (Main	Employment Requirements	Related Occupations	Employment Trends/Outlook	Terms and Conditions	Employment by Industry	Professional Associations	Training/Availability/Programs	Wage Ranges	Employment by Age and Sex	Employment Potential	Occupation Indicators	Changes in Labour Market Indicators	Industry Indicators	Vacancy Count	EI Claimants	Employed Labour Force	Industry Title and Code
Count:	4	1	6	1	2	0	65	2	9	2	7	4	9	10	10	68	15	12	24	22	6

	Industry (Description of	Overall Description of Industries	Employers and Employees by Firm Size (Number of	Employers (Significant	Employment Levels	Occupations (Significant	Industries (Significant	Occupations (Main	Industrial Associations	Additional References	Population	Service Providers (List of	Climate	Housing	Educational Facilities	Cultural Facilities	Medical Facilities	Recreation Facilities	Daily Newspapers	Major Events and Projects	Potential Employers by Occupation/Names & Addresses of	Detailed Description of Each Major Sector
Count:	3	9	2	8	13	6	10	4	1	8	7	1	1	6	2	3	1	3	13	73	2	4

Potential Employers by Occupation:

Do you maintain a list of potential employers by occupation?

Yes	No.
49	41

How many employers are on the list?

0	47
1-50	1
51-100	0
101-500	6
501-1,000	1
1,001-5,000	21
5,001-10,000	12
10,001-99,999	6

What percentage of employers in the labour market are represented on the list?

0%	68
1%-10%	7
11%-20%	1
21%-40%	2
41%-60%	2
61%-80%	8
81%-90%	3
91%-100%	3

How many occupations are represented on that list?

0	53
1-50	6
51-100	2
101-500	25
501-1,000	7
1,001-5,000	0
5,001-10,000	1
10,001-99,999	0

Components included in the Potential Employers by Occupation list:

	Occupational Title and Code	Example Titles	Work (Nature of	Duties (Main	Employment Requirements	Related Occupations	Employment Trends Outlook	Terms and Conditions	Employment by Industry	Professional Associations	Training Availability/Programs	Wage Ranges	Employment by Age and Sex	Employment Potential	Occupation Indicators	Changes in Labour Market Indicators	Industry Indicators	Vacancy Count	EI Claimants	Employed Labour Force	Industry Title and Code
Count	40	2	4	1	3	3	3	3	3	1	1	3	1	2	3	3	2	1	1	1	6

Count	
Industry (Description of)	2
Overall Description of Industries	1
Employers and Employees by Firm Size (Number of)	7
Employers (Significant)	4
Employment Levels	3
Occupations (Significant)	5
Industries (Significant)	2
Occupations (Main)	4
Industrial Associations	3
Additional References	0
Population	0
Service Providers (list of)	0
Unions	0
Housing	0
Educational Facilities	1
Cultural Facilities	0
Medical Facilities	0
Recreation Facilities	0
Daily Newspapers	0
Major Events and Projects	1
Potential Employers by Occupation(Names & Addresses of	47
Detailed Description of Each Major Sector	0

Count	
Last Updated 1 to 6 months	35
Last Updated 7 to 12 months	9
Last Updated > 1 yr	4
Last Updated not sure	4

Training Available by Occupation:

Number of occupations for which this list is produced in your area?

0	52
1-10	2
11-50	11
51-99	8
100-249	8
250-500	1
501-600	12
601-9999	0

	Occupational Title and Code	Example Titles	Work (Nature of	Duties (Main)	Employment Requirements	Related Occupations	Employment Trends Outlook	Terms and Conditions	Employment by Industry	Professional Associations	Training Availability(Programs	Wage Ranges	Employment by Age and Sex	Employment Potential	Occupation Indicators	Changes in Labour Market Indicators	Industry Indicators	Vacancy Count	EI Claimants	Employed Labour Force
Count:	43	1	1	0	1	0	1	0	1	0	47	0	0	0	0	0	0	0	0	0

	Industry Title and Code	Industry (Description of	Overall Description of Industries	Employers and Employees by Firm Size (Number of	Employers (Significant	Employment Levels	Occupations (Significant	Industries (Significant	Occupations (Main)	Industrial Associations	Additional References	Population	Service Providers (List of	Climate	Housing	Educational Facilities	Cultural Facilities	Medical Facilities	Recreation Facilities	Daily Newspapers	Major Events and Projects	Potential Employers by Occupation, Names & Addresses of	Detailed Description of Each Major Sector
Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

How recently was the Training Available by Occupation list last produced?

	Last produced (1 to 6 months)	Last produced 7 to 12 months	Last produced > 1 yr	Lastproduced not surs
Count	16	11	17	4

Wages by Occupation:

Number of Occupations included in this list in your area?

0	20
01-10	0
11-50	5
51-100	11
101-250	23
251-500	25
501-600	10
601-9999	0

Is this information produced at the four digit NOC level

Yes	No.
76	2

Is this information produced at the specific job title level?

Yes	No.
34	39

Range	Occupational Title and Code	Example Titles	Work (Nature of)	Duties (Main)	Employment Requirements	Related Occupations	Employment Trends Outlook	Terms and Conditions	Employment by Industry	Professional Associations	Training, Availability/Programs	Wage Ranges	Employment by Age and Sex	Employment Potential	Occupation Indicators	Changes in Labour Market Indicators	Industry Indicators	Vacancy Count	EI Claimants	Employed Labour Force
0	22	91	89	90	90	91	90	87	93	94	93	21	92	90	92	91	93	90	90	89
01-10	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
11-50	3	0	0	0	1	0	1	2	0	0	1	4	1	1	0	0	0	1	1	1
51-100	12	1	1	1	2	1	2	3	0	0	0	12	0	2	2	2	1	2	3	2
101-250	24	2	2	3	1	1	1	2	1	0	0	23	0	1	0	1	0	0	0	0
251-500	24	0	1	0	0	0	0	0	0	0	0	24	0	0	0	0	0	0	0	0
501-600	9	0	1	0	0	1	0	0	0	0	0	9	1	0	0	0	0	1	0	2
601-9999	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Rang	Industry Title and Code	Industry (Description of	Overall Description of Industries	Employers and Employees by Firm Size (Number of	Employers (Significant	Employment Levels	Occupations (Significant	Industries (Significant	Occupations (Main)	Industrial Associations	Additional References	Population	Service Providers (list of	Climate	Housing	Educational Facilities	Cultural Facilities	Medical Facilities	Recreation Facilities	Daily Newspapers	Major Events and Projects	Potential Employers by Occupation(Names & Addresses of	Detailed Description of Each Major Sector
0	94	94	94	94	94	94	92	94	93	94	94	94	94	94	94	93	94	94	94	93	94	94	94
01-10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11-50	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
51-100	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0
101-250	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
251-500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
501-600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
601-9999	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

How many of the Wages by Occupation have you updated in the last:

Range	Last produced (1 to 6 months)	Last produced 7 to 12 months	Last produced > 1 yr	Last produced not sure
0	57	71	82	92
01-10	1	0	0	0
11-50	6	1	1	0
51-100	5	5	3	1
101-250	10	12	2	0
251-500	11	4	3	0
501-600	3	1	3	1
601-9999	1	0	0	0

News Flash

How many events of significance to your labour market area have occurred in the last year?

0	62
1-50	20
51-100	5
101-500	6
501-1,000	0
1,001-5,000	0
5,001-10,000	1
10,001-99,999	0

Is the Newsflash produced in your area?

Yes	No.
37	57

How many have you produced in the last year?

0	63
1-10	23
11-20	8
21-40	0
41-60	0
61-80	0
81-90	0
91-100	0

Components included in the Newsflash:

	Occupational Title and Code	Example Titles	Work (Nature of)	Duties (Main)	Employment Requirements	Related Occupations	Employment Trends Outlook	Terms and Conditions	Employment by Industry	Professional Associations	Training, Availability/Programs	Wage Ranges	Employment by Age and Sex	Employment Potential	Occupation Indicators	Changes in Labour Market Indicators	Industry Indicators	Vacancy Count	EI Claimants	Employed Labour Force	Industry Title and Code
Count	3	1	7	2	6	1	17	2	5	2	4	5	2	5	2	8	5	1	1	2	2

	Industry (Description of)	Overall Description of Industries	Employers and Employees by Firm Size (Number of)	Employers (Significant)	Employment Levels	Occupations (Significant)	Industries (Significant)	Occupations (Main)	Industrial Associations	Additional References	Population	Service Providers (List of)	Climate	Housing	Educational Facilities	Cultural Facilities	Medical Facilities	Recreation Facilities	Daily Newspapers	Major Events and Projects	Potential Employers by Occupation/Names & Addresses of	Detailed Description of Each Major Sector
Count	4	0	2	5	5	3	1	4	2	3	3	1	1	2	0	0	0	0	3	19	3	1

Section Three

National Common Products

% of LMAs' (surveys completed) reporting product production

	British Columbia	Yukon	Alberta	NWT	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Occupational Profile	77	100	75	0	100	80	86	64	80	100	100	0
Occupational Summary	85	0	50	0	91	80	71	48	40	100	100	0
Industrial Profile (industries analyzed)	38	100	50	0	73	40	36	4	40	0	100	0
Industrial Structure Overview	54	100	50	0	100	20	39	40	20	0	100	0
Community Information	100	0	100	0	100	60	57	36	100	0	0	0
Labour Market Review	62	100	100	0	91	80	86	80	80	100	100	0
Potential employers by Occupation	38	0	50	0	91	40	43	44	100	100	100	0
Training Available by Occupation	15	100	25	0	100	0	29	60	40	100	100	0
Wages by Occupation	69	100	75	0	100	60	93	64	80	0	100	0
Newsflash	54	100	100	0	0	20	39	40	20	100	100	0

National Common Products

# of LMAs' (surveys completed) reporting product production

	British Columbia	Yukon	Alberta	NWT	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Occupational Profile	10	1	3	0	11	4	24	16	4	1	1	0
Occupational Summary	11	0	2	0	10	4	20	12	2	1	1	0
Industrial Profile (industries analyzed)	5	1	2	0	8	2	10	1	2	0	1	0
Industrial Structure Overview	7	1	2	0	11	1	11	10	1	0	1	0
Community Information	13	0	4	0	11	3	16	9	5	0	0	0
Labour Market Review	8	1	4	0	10	4	24	20	4	1	1	0
Potential employers by Occupation	5	0	2	0	10	2	12	11	5	1	1	0
Training Available by Occupation	2	1	1	0	11	0	8	15	2	1	1	0
Wages by Occupation	9	1	3	0	11	3	26	16	4	0	1	0
Newsflash	7	1	4	0	0	1	11	10	1	1	1	0

Section Four

National Common Products - Occupational Profile
Availability of Core Components

	British Columbia	Yukon	Alberta	NWT	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Occupational Title and Code	MOD	HIGH	MOD	N/A	HIGH	MOD	HIGH	MOD	MOD	HIGH	HIGH	N/A
Example Titles	MOD	HIGH	MOD	N/A	HIGH	MOD	MOD	MOD	MOD	HIGH	HIGH	N/A
Work (Nature of)	MOD	HIGH	MOD	N/A	HIGH	MOD	HIGH	MOD	MOD	HIGH	HIGH	N/A
Duties (Main)	MOD	HIGH	MOD	N/A	HIGH	MOD	HIGH	MOD	MOD	HIGH	HIGH	N/A
Employment Requirements	MOD	HIGH	MOD	N/A	HIGH	MOD	HIGH	MOD	MOD	HIGH	HIGH	N/A
Related Occupations	MOD	HIGH	MOD	N/A	HIGH	MOD	HIGH	MOD	MOD	HIGH	HIGH	N/A
Employment Trends/Outlook	MOD	HIGH	MOD	N/A	HIGH	MOD	HIGH	MOD	MOD	HIGH	HIGH	N/A
Terms and Conditions	MOD	HIGH	MOD	N/A	HIGH	MOD	HIGH	MOD	MOD	HIGH	HIGH	N/A
Employment by Industry	LOW	HIGH	LOW	N/A	HIGH	MOD	MOD	MOD	LOW	HIGH	HIGH	N/A
Professional Associations	LOW	LOW	MOD	N/A	HIGH	MOD	MOD	LOW	LOW	LOW	MOD	N/A
Training, Availability/Programs	MOD	HIGH	MOD	N/A	HIGH	MOD	MOD	MOD	LOW	LOW	HIGH	N/A
Wage Ranges	MOD	HIGH	MOD	N/A	HIGH	MOD	MOD	MOD	LOW	HIGH	HIGH	N/A
Employment by Age and Sex	LOW	HIGH	LOW	N/A	HIGH	MOD	MOD	MOD	MOD	HIGH	LOW	N/A
Employment Potential	LOW	HIGH	MOD	N/A	HIGH	MOD	MOD	MOD	LOW	HIGH	HIGH	N/A
Occupation Indicators	LOW	HIGH	MOD	N/A	MOD	MOD	MOD	MOD	LOW	MOD	HIGH	N/A

Note: Report includes 191 LMAS which indicated that the product was not produced.
Calculations based on % of occupations analyzed which were identified as containing component

National Common Products - Occupational Summary
Availability of Core Components

	British Columbia	Yukon	Alberta	NWT	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Occupational Title and Code	HIGH	LOW	MOD	N/A	HIGH	HIGH	HIGH	MOD	MOD	HIGH	HIGH	N/A
Employment Trends Outlook	HIGH	LOW	LOW	N/A	HIGH	HIGH	MOD	MOD	MOD	HIGH	HIGH	N/A
Terms and Conditions	HIGH	LOW	LOW	N/A	HIGH	HIGH	HIGH	MOD	MOD	HIGH	HIGH	N/A
Wage Ranges	MOD	LOW	LOW	N/A	HIGH	HIGH	HIGH	MOD	MOD	HIGH	HIGH	N/A
Employment Potential	MOD	LOW	LOW	N/A	HIGH	HIGH	MOD	MOD	MOD	HIGH	HIGH	N/A
Occupation Indicators	MOD	LOW	LOW	N/A	HIGH	HIGH	MOD	MOD	MOD	HIGH	HIGH	N/A
Vacancy Count	MOD	LOW	LOW	N/A	HIGH	HIGH	MOD	LOW	MOD	HIGH	HIGH	N/A
EI Claimants	MOD	LOW	LOW	N/A	HIGH	HIGH	MOD	MOD	MOD	HIGH	HIGH	N/A
Employed Labour Force	MOD	LOW	MOD	LOW	HIGH	HIGH	HIGH	MOD	MOD	HIGH	HIGH	LOW

Note: Report includes 31 LMAs which indicated that the product was not being produced.

National Common Products - Industrial Profile
Availability of Core Components

	British Columbia	Yukon	Alberta	NWT	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Employment Trends Outlook	LOW	HIGH	LOW	N/A	MOD	LOW	LOW	LOW	LOW	LOW	HIGH	N/A
Industry Title and Code	LOW	HIGH	LOW	N/A	MOD	LOW	LOW	LOW	LOW	LOW	HIGH	N/A
Industry (Description of)	LOW	HIGH	LOW	N/A	LOW	LOW	LOW	LOW	LOW	LOW	HIGH	N/A
Employers and Employees by Firm Size (Number of)	LOW	LOW	LOW	N/A	LOW	LOW	LOW	LOW	LOW	LOW	HIGH	N/A
Employers (Significant)	LOW	LOW	LOW	N/A	LOW	LOW	LOW	LOW	LOW	LOW	HIGH	N/A
Employment Levels	LOW	HIGH	LOW	N/A	LOW	LOW	LOW	LOW	LOW	LOW	HIGH	N/A
Occupations (Main)	LOW	HIGH	LOW	N/A	LOW	LOW	LOW	LOW	LOW	LOW	HIGH	N/A
Industrial Associations	LOW	HIGH	LOW	N/A	MOD	LOW	LOW	LOW	LOW	LOW	MOD	N/A
Additional References	LOW	HIGH	LOW	N/A	LOW	LOW	LOW	LOW	LOW	LOW	LOW	N/A

Note: Report includes 62 LMAs which indicated that 0 industries had been analyzed.

National Common Products - Industrial Structure Overview
Availability of Core Components

	British Columbia	Yukon	Alberta	NWT	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Overall Description of Industries	MOD	HIGH	MOD	NA	HIGH	LOW	LOW	LOW	LOW	LOW	HIGH	NA
Industries (Significant)	LOW	HIGH	MOD	NA	HIGH	LOW	LOW	LOW	LOW	LOW	HIGH	NA
Detailed Description of Each Major Sector	LOW	HIGH	MOD	NA	HIGH	LOW	LOW	LOW	LOW	LOW	HIGH	NA

Note: Report includes 491 LMAs' which indicated that product was not produced

National Common Products - Community Information
Availability of Core Components

	British Columbia	Yukon	Alberta	NWT	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Population	HIGH	LOW	HIGH	NA	HIGH	MOD	LOW	LOW	HIGH	LOW	LOW	NA
Service Providers (list of)	MOD	LOW	HIGH	NA	LOW	LOW	LOW	LOW	LOW	LOW	LOW	NA
Climate	MOD	LOW	MOD	NA	LOW	LOW	LOW	LOW	MOD	LOW	LOW	NA
Housing	HIGH	LOW	MOD	NA	LOW	LOW	LOW	LOW	MOD	LOW	LOW	NA
Educational Facilities	MOD	LOW	MOD	NA	LOW	LOW	LOW	LOW	MOD	LOW	LOW	NA
Cultural Facilities	LOW	LOW	MOD	NA	LOW	LOW	LOW	LOW	MOD	LOW	LOW	NA
Medical Facilities	LOW	LOW	MOD	NA	LOW	LOW	LOW	LOW	MOD	LOW	LOW	NA
Recreation Facilities	LOW	LOW	MOD	NA	LOW	LOW	LOW	LOW	MOD	LOW	LOW	NA
Daily Newspapers	LOW	LOW	LOW	NA	LOW	LOW	LOW	LOW	MOD	LOW	LOW	NA
Major Events and Projects	MOD	LOW	MOD	NA	LOW	LOW	LOW	LOW	MOD	LOW	LOW	NA

Note: Report includes 331 LMAs' which indicated that the product was not produced

National Common Products - Labour Market Review
Availability of Core Components

	British Columbia	Yukon	Alberta	NWT	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Employment Trends/Outlook	MOD	HIGH	HIGH	NA	HIGH	HIGH	HIGH	MOD	MOD	HIGH	HIGH	NA
Changes in Labour Market Indicators	MOD	HIGH	HIGH	NA	HIGH	HIGH	HIGH	MOD	MOD	HIGH	HIGH	NA
Major Events and Projects	MOD	LOW	MOD	NA	LOW	LOW	LOW	LOW	MOD	LOW	LOW	NA

Note: Report includes 171 MAs which indicated that the product was not produced

National Common Products - Potential Employers by Occupation
Availability of Core Components

	British Columbia	Yukon	Alberta	NWT	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Occupational Title and Code	LOW	LOW	LOW	NA	HIGH	MOD	LOW	MOD	HIGH	LOW	HIGH	NA
Potential Employers by Occupation(Names & Addresses of)	LOW	LOW	MOD	NA	HIGH	MOD	MOD	MOD	HIGH	HIGH	HIGH	NA

Note: Report includes 411 MAs which indicated that the product was not produced

National Common Products - Training Available by Occupation
Availability of Core Components

	British Columbia	Yukon	Alberta	NWT	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Occupational Title and Code	LOW	HIGH	LOW	NA	HIGH	LOW	LOW	MOD	MOD	HIGH	HIGH	NA
Training Availability/Programs	LOW	HIGH	LOW	NA	HIGH	LOW	MOD	MOD	MOD	HIGH	HIGH	NA

Note: Report includes 521 MAs which indicated that the product was not produced

National Common Products - Wages by Occupation
Availability of Core Components

	British Columbia	Yukon	Alberta	NWT	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Occupational Title and Code	HGH	HGH	MED	NA	HGH	MED	HGH	MED	HGH	HGH	HGH	NA
Wage Ranges	HGH	HGH	HGH	NA	HGH	MED	HGH	MED	HGH	HGH	HGH	NA

Note: Report includes 20 LMAs' which indicated that the product was not produced

National Common Products -
Availability of
(based on the top 5 components which are

	# of including	British	Yuko	Albert	NW	Saskatchew	Manitob	Ontari	Quebe	New	Nova	PE	Ne
Major Events and	19	LO	LO	MO	N/	LO	LO	LO	LO	MO	LO	LO	
Employment	17	MO	HIG	HIG	N/	LO	LO	LO	LO	LO	LO	LO	
Changes in Labour Market	8	LO	HIG	LO	N/	LO	LO	LO	LO	LO	LO	LO	
Work (Nature	7	LO	LO	MO	N/	LO	LO	LO	LO	LO	HIG	LO	
Employment	6	LO	LO	HIG	N/	LO	LO	LO	LO	MO	HIG	LO	

Note: Report includes 57 LMAs' which indicated that the product was not

APPENDIX 2 – LMI DEMAND

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Section One

Background

Labour Market Information is a major component of HRIB activities, used for Employment Insurance and EBSM programs delivery as well as by HRDC clients and community partners. The Labour Market Information provided by HRDC consists of statistics and analyses on occupations, employers, labour market conditions and events, as well as prospects for employment. It is intended to assist individuals, businesses and community partners in making career and workplace related decisions, in addition to serving internal needs.

At the time of this review, a comprehensive central knowledge of what was being produced by HRDC (i.e. inventory/supply) did not exist, and there was no evidence that a thorough needs assessment (i.e. demand) had been made and that a market exists for the LMI being produced by the Department.

Objective

The purpose of phase 2 of the LMI Review was to complement the findings from the phase 1, in order to determine how well HRDC is meeting the needs of present and potential LMI users, how well our products are known and what needs if any, are not fulfilled. Specifically, where phase 1 surveys focused on providing a description and assessment of the LMI produced within the Department (i.e. the supply), the objective of phase 2 was to identify whether the right information was being produced, if it was being used by clients; and to provide insight into possible areas for improvement (i.e. the demand).

Approach

In an effort to obtain feedback from as many LMI client groups as possible two different approaches were used to gather the information on client demand. The methodology consisted of administrating a survey to both internal and external LMI clients and since surveying individual job seekers and employers directly was not feasible, focus groups were conducted. The survey was designed to obtain feedback from a representative group of institutional LMI users who would be most familiar with HRDC's LMI products, and who would potentially use the LMI in conducting the following activities: program planning, community planning, program administration, assisting individuals with job search and career planning and to some extent hiring. The focus groups were intended to capture feedback largely from individual clients within the general population, with six of the twelve sessions devoted to job seekers, four to employers and the remaining two involving external service providers from the HRDC lists who were not included in the distribution of the survey, in order to provide some overlap with the survey coverage.

Survey Methodology

Survey design and development

The LMI phase 2 survey was developed in consultation with the LMI group in NHQ and with the LMI Regional Coordinators. The final version of the survey was designed in a manner which allowed us to distribute virtually the same survey to both internal and external LMI users in all regions, and which would allow us to make direct associations between clients' responses and results from the phase 1 survey. Earlier drafts of the survey, focused on the National Common Products themselves, were discarded as it became apparent that with varying degrees of implementation across the country, many of the products would be unrecognizable to clients in different regions and a single distribution of this version of such a survey was not feasible.

The majority of questions contained in the survey, focus on the types of information which form the core components contained in the National Common Products. Clients were asked whether or not they used the information, to rate their satisfaction, indicate reasons for not using it and provide any other comments or suggestions for improvement they would care to offer. Clients were also asked to respond in the same manner to other related information products and services produced by HRDC, namely: the national and provincial editions of Job Futures, the Job Bank and the Electronic Labour Exchange. Respondents were asked to list any other LMI products or services they received from HRDC which they

found to be useful, and were also asked to indicate if they did not have access to certain types of LMI and to indicate the importance they placed on receiving it. Clients were asked to indicate and rate their preferred format for receiving LMI, as well as whether they had access to LMI products and services in their preferred official language. General information about the respondents was also gathered to allow for trend analysis.

A copy of the survey is included section two this Appendix.

Distribution method

A modified stratification approach was used when distributing the survey. The population to be drawn from was first separated into internal and external client groups, and then further divided into the Department's 10 Regional areas. Within each client group sub-groups were selected as outlined below.

The survey was distributed to internal clients through HRCC Directors. A memo was sent to all HRCC Directors outlining the purpose of the review, and requesting that they select one individual to respond to the survey from each of the following categories: Agent IIs, Investigation and Control Officers, Employment Counselors, Program Officers, and Management Team Member or other individual involved in planning activities. In smaller regions organized into zones, Directors were asked to provide 2 respondents from each category in order to obtain reasonable representation. These job groups were later categorized into the following: Insurance related, Employment related and planning related. The survey was distributed to internal clients via e-mail March 27/98, with a response requested by April 9/98.Of a potential 580 responses, 243 internal responses were received, representing a response rate of 42%.

Regional LMI Coordinators were each asked to provide a representative list of HRDC partners or service providers from which the external LMI clients who were to receive the survey would be selected. Specifically, the following groups were targeted: Student Guidance Counselors, Provincial Employment Counselors, Employment Service Agencies or HRDC Partners, Community Planning Groups and other Federal or Provincial Departments or Agencies. As the sample was selected from HRDC's contact lists, the expectation was that respondents would have a much higher level of awareness and usage of LMI than the general population. The survey was mailed to external clients in 2 batches. The majority were sent out April 9/98, with a response requested by April 30/98, and the remaining surveys were mailed to external clients in BC/Yukon Region May 14/98 with a requested return date of June 5/98.A total of 350 surveys were distributed; 60 to Ontario and Quebec, 20 to PEI and 30 to all other regions, and 124 were received within the required timeframe, representing a 35% response rate.

Data Analysis and Interpretation of Results

Survey responses were captured using the form field function of Microsoft Word, the data was collected into a single Excel database and then formatted using the software package Powerplay to facilitate the analysis of responses. Results are summarized below, and the graphs detailing the findings for each question on a national basis are contained in section three of this Appendix . Please note that due to the breadth of questions asked, and the use of non-probability sampling methodology, the results provided can not be extrapolated beyond the sample as representative of the entire population with any statistical validity.

Summary of Survey Results

Types of Information Used

Clients were asked whether or not they used the various types of information which form the core components contained in the National Common Products. They were then asked to rate their satisfaction, indicate reasons for not using it and provide any other comments or suggestions for improvement they would care to offer.

Response rates provided by clients regarding whether or not they used the individual types of information provided by HRDC were grouped into three categories of: high, moderate or low, to provide an indication of the pattern of use and consequently, relative demand for the information among the sample groups.

Usage by 67% or more of the sample group was categorized as high demand, less than 67% but more than 33% was considered moderate demand, and 33% or less as low demand for the information.

Review of clients' responses reveals the following demand levels for: [LOW<=33%, 33%<MOD<67%, HIGH<=67%]	Internal	External
Information by Occupation		
• General description of the **main activities** within an occupational group;	MOD	HIGH
• Titles of **typical or related jobs** within an occupational group;	MOD	HIGH
• **Trends and current developments** for an occupation which may include special education or skill set requirements, that have an impact on the occupation and growth projection;	MOD	HIGH
• List of the **main industry sectors** in which workers are usually employed **for a given occupational group**;	MOD	HIGH
• Information on the **most common conditions of work** for an occupation;	MOD	MOD
• Information on current **wage** ranges in a given area for a particular occupation;	HIGH	HIGH
• List of **name and addresses of potential employers** for a given occupation;	MOD	MOD
• List of **professional associations** related to a specific occupation;	LOW	MOD
• Description of **education and/or training, experience or certification required** to obtain employment in an occupation;	MOD	HIGH
• Name and description of **educational or training programs** available for a given occupation;	LOW	MOD
• Name of **institutions** that provide the education and/or training necessary for a particular occupation;	LOW	MOD
• **Number of people employed** within a given occupation, categorized by age and sex;	MOD	MOD
• Specific indicator pointing out the **short-term local labour market outlook** for employment opportunities for a given occupation. Available indicators include: Increasing, Stable, Declining or Unknown;	MOD	MOD
• Other **economic indicators** for a given occupation which may include: seasonal, labour surplus, etc.;	MOD	MOD
• **Total number of job opportunities** listed with the Human Resources Centre or advertised locally in the past three months for a given occupation;	LOW	LOW
• Number of **employed and experienced labour force** in a given occupation during the week prior to the 1991 Census;		
information by Industry	MOD	MOD
	MOD	MOD
• General **description of an industry**;	MOD	MOD
• General information of a **major sector of employment in a given industry** and area;	MOD	MOD
• Number of **employers and employees by firm size** for a given industry and area;	LOW	LOW
• List of **significant employers** for a given industry and area;		
• List of **industrial associations** related to a given industry and area;	MOD	MOD
General Information for a Given Area	MOD	MOD
• Description of **major events**, such as plant openings or closures, that are expected to have an impact on the labour market of a given area;	LOW	LOW
• General **social and economic information** for a given area, which may include items such as: demographics, major industries, etc.;	MOD	N/A

- **Available facilities** including: recreational, medical, cultural, etc., for a given area; and,
- Average number of individuals on **Employment Insurance** regular benefits for the past three months.

In general, information provided by occupations was relatively well-received as compared to information provided by industry or general information for a given area. However, given the fact that these types of LMI have been produced in various forms for several years by HRDC, and that survey responses were solicited only from institutional LMI clients who were expected to have higher levels of familiarity and usage rates than the average Canadian, levels of use for these types of LMI was considered poor. The exceptions to this statement were wage information, which had high levels of use by both client groups and those types where combined usage levels of high and moderate was indicated. Information types where demand was considered low for both groups, or where combined usage levels of moderate and low was indicated, would appear to not justify the cost of supplying it. Where both groups indicated moderate usage, further examination of demand, relative costs and other options available would seem advisable.

Those who used the information were generally moderately satisfied, assigning an overall average rating for all types of LMI of 2.8 on a 4 point scale where 1 indicated clients were very dissatisfied, and 4 indicated clients were very satisfied. Average ratings for the types of information fell within a narrow band, ranging from 2.4 to 3.1. No discernible difference was noted between internal and external respondents.

Looking at the aggregate of clients' responses for all types of information, when topics were identified as reasons for not using the information or as areas for improvement, internal clients most frequently (61% of the time) indicated that the information was not applicable to their needs. Lack of awareness that the information was available was sited 19% of the time, followed by the information not being up-to date at 6%. Not enough details, and other comments were each expressed by 4%, not considering the information reliable was expressed 3% of the time, followed by difficulties with the delivery format at 2%. Finding the information not easy to understand was of least concern at 1%. External clients' responses ranked in the same order, with the exception of the first two positions. Lack of awareness that the information was available was sited 40% of the time, and 34% indicated that the information was not applicable to their needs. External clients felt 9% of the time that the information was not up-to-date, 6% of responses focused on the information not being detailed enough, 4% of responses indicated the clients did not consider the information reliable, 3% expressed that the delivery format was not suitable, while other comments and finding the information not easy to understand each accounted for 2% of the responses.

Although the response rates fluctuate by degree when looking at clients' responses for the individual types of information, the general pattern of areas of concern holds. One notable exception pertains to the information on current wages, which is also the type of information for which the highest demand was found. Concerns that the wage information is not up-to-date, and not detailed enough are very prominent among both client groups.

Comments and suggestions:

- information needs to be current, accurate and complete
- needs to reflect more of local trends/conditions
- other sources may have information which is more thorough and readily accessible
- link to other Internet sites providing information
- maintain printed copy

Other Information Products and Services
Similar to the previous section, clients were asked whether or not they used four specific information

products and services: the National and Provincial editions of Job Futures, the Job Bank and the Electronic Labour Exchange. They were then asked to rate their satisfaction, indicate reasons for not using them and provide any other comments or suggestions for improvement they would care to offer. In addition, respondents were asked to list any other LMI products or services they received from HRDC which they found to be useful.

As with the types of information used, clients response rates on usage were used to categorize the demand into high, moderate or low. Review of clients' responses reveals the following demand levels for:

	Internal	External
• **Job Futures (National** Edition) is a two-volume publication that provides Canadians with information about the current world of work and projections for the future from the perspective of occupational groups and recent post secondary graduates;	LOW	MOD
• **Job Futures (Provincial** Edition);	LOW	MOD
• **Job Bank**: Information system available for job seekers in career centres and other locations such as shopping malls, which allow anyone to **search for specific job openings** locally or nationally; and,	MOD	MOD
• **Electronic Labour Exchange**: An Internet site which allows **employers and workers** to describe their requirements and qualifications and **match** them.	LOW	MOD

Not surprisingly, external clients consistently indicated a higher rate of use of these products than internal clients. It should however be noted that as traditional LMI is most likely to be used by institutional clients seeking statistical or trend analyses, these particular products, are tools which are targeted for use by individuals' use in conducting their own job searches or making their own career decisions, and are not normally used directly by the institutional LMI clients targeted by the survey. As a result, a determination for demand of these products can not be made without consulting directly with the general public.

Clearly, survey results indicated that general awareness of these products remains a challenge particularly with external clients. Some respondents also commented on the completeness of the information being made available as well as accessibility issues which some respondents.

Accessibility of Information

Clients were asked to select items from a list of types of information that they did not have access to, indicating the importance they placed on getting access to.

Indications are that this particular question was not well understood by respondents. The question was intended to gauge possible gaps in clients' types of information needs and what they had access to, without consideration of the quality of the information content that they can currently access. Many respondents indicated they had no access to items that earlier in the survey they had indicated they used. Due to this apparent confusion in the interpretation of the question it is not possible to make a conclusive interpretation of accessibility issues.

Delivery Format

Clients were asked to indicate which formats are the most suitable for them, distinguishing whether their selection was essential or preferred.

Respondents indicated that Internet was their delivery mechanism of choice, while still expressing a need for more traditional delivery mechanisms. In particular, roughly 88% of the external client group identified Internet delivery as either essential or preferred. While not quite as strong a preference for Internet was shown among internal clients (63.4%), it was only marginally edged out by e-mail (66.7%) for first place. Comments from internal clients relating to difficulties in accessing the Internet from their desks may account for the discrepancy between the two groups. Additionally, the majority of internal clients expressing a preference for e-mail distributions were from Insurance related job groups. Both internal and external clients expressed a strong need for the continued distribution of printed documents (65.3%

of external and 60.1% of internal respondents).

Other delivery methods mentioned as desirable included: Electronic applications with on-line search mechanisms built in and print capabilities; Alternate forms such as Braille, and audio-cassettes; Information sessions for job searchers; and Fax back service.

Official Languages

Clients were asked whether they have access to the LMI products and services in their preferred official language

The vast majority of respondents indicated they had access to services in the official language of their choosing. No particular pattern was evident among those individuals who responded negatively, although references were made to locally produced LMI not always being available in both official languages.

Other Comments

Survey participants were asked to provide any additional comments or insight they felt were important to be considered. Many reiterated the comments of particular sections and tended to stress the importance of increasing the awareness of what products are available.

Focus Groups Methodology and Results

IAB and the NHQ LMI group jointly contracted with COMPAS Inc., a nationally recognized independent research firm to conduct a series of focus groups and report their findings. Twelve focus groups were conducted in the last week of July 1998 at various locations across the country with individual job seekers and employers from the general public as well as service providers identified from HRDC contact lists. The focus groups were designed in a manner which would meet the different needs of IAB and the LMI NHQ group: that of providing feedback on the demand for LMI, and to review a set of HRDC LMI sample products (National Common Product) that best represented the anticipated future direction of such products

A complete copy of the report prepared by COMPAS Inc. entitled "Focus Testing of LMI National Common Products", can be found in section four of this Appendix.

In general, the conclusions drawn from the study by Compas include:

- that there is little demand for LMI at present among employers and people looking for work;
- that awareness of LMI is limited
- that HRDC not only needs to provide education to perspective clients on what is available but also on how the information will be useful to them
- that of the products tested only occupational profiles generated a high level of support and interest
- that there is little recognized need for industrial profiles and community profiles
- that HRDC needs to weigh the level of resources devoted to the production of LMI products against the limited demand and interest in them (excluding Occupational Profiles)

Summary of Phase 2 Findings

Points to Ponder

- respondent's reaction to LMI information currently available was mixed; reactions were favorable to some items and less so to others
- marketing of LMI remains an issue
- information can be made available on a variety of media including the intra/enet but printed copy should still be made available

- respondents raised questions on the completeness and scope (Is it really local?) of some information items
- most of LMI produced by HRDC is available from other sources, what value-added does HRDC bring?
- usefulness of LMI to job seekers and employers needs to be explained

Section Two

Dear Colleague

The Internal Audit Bureau of Human Resource Development Canada is conducting an independent review of the labour market information (LMI) and associated services developed and produced by various groups within the Department at the local, regional and national levels. This information is intended to serve internal needs as well as the needs of our clients, our community partners, and more generally all Canadians who are interested in the current and future labour market.

The purpose of this survey is to measure how well we meet the LMI needs of present users, how well our products are known and what needs, if any, are not fulfilled.

Some of the products described in this questionnaire may not yet be available in your area but your responses will help HRDC to prioritize the development of LMI products.

Consequently, would you please take a few minutes and complete the attached survey questionnaire and return it either via e-mail to the address above, or mail it through internal mail to the address listed below. If completing the survey electronically, selections may be made with a click of the mouse on the shaded areas, and typing responses in the selected fields when necessary. Please save the file as a Word document under a different name before closing and returning the attachment.

All responses are protected in accordance with the provisions of the Privacy Act. Please complete and return the questionnaire by April 9th, 1998.

We thank you in advance for your cooperation in this important initiative.

Gilles Duclos
Audit Director
Internal Audit Bureau, HRDC
140 Promenade du Portage
Phase IV, 2nd Floor,
Ottawa-Hull
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Labour Market Information Client Survey

SECTION ONE: TYPE OF INFORMATION

Labour Market Information consists of statistics and analyses provided by HRDC on occupations, employers, labour market conditions and events, as well as prospects for employment. It is intended to assist individuals, businesses and community partners in making career and workplace related decisions.

INFORMATION BY OCCUPATIONS

1. General description of the **main activities** within an occupational group.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied _____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐ Delivery format not suitable ☐ Information not up-to-date ☐ Not enough details ☐ Not easy to understand ☐ Did not know that information was available ☐ Do not consider the information reliable ☐ Not applicable to my needs ☐ Other (please specify) Comments:

2. Titles of **typical or related jobs** within an occupational group.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied _____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐ Delivery format not suitable ☐ Information not up-to-date ☐ Not enough details ☐ Not easy to understand ☐ Did not know that information was available ☐ Do not consider the information reliable ☐ Not applicable to my needs ☐ Other (please specify) Comments:

3. **Trends and current developments** for an occupation which may include special education or skill set requirements, that have an impact on the occupation and growth projection.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied _____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐ Delivery format not suitable ☐ Information not up-to- ☐ Did not know that information was available ☐ Do not consider the information reliable ☐ Not applicable to my needs

	date ☐Not enough details ☐Not easy to understand Comments:	☐Other (please specify)

4. List of the **main industry sectors** in which workers are usually employed **for a given occupational group**.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied _____. Please specify any suggestions for improvements:	
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand Comments:	☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify)

5. Information on the **most common conditions of work** for an occupation.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied _____. Please specify any suggestions for improvements:	
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand Comments:	☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify)

6. Information on current **wage** ranges in a given area for a particular occupation.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied _____. Please specify any suggestions for improvements:	
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand Comments:	☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify)

7. List of **name and addresses of potential employers** for a given occupation.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied _____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

8. List of **professional associations** related to a specific occupation.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied . Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

9. Description of **education and/or training, experience or certification required** to obtain employment in an occupation. Specific local requirements will also be listed when available.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied _____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

10. Name and description of **educational or training programs** available for a given occupation.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions

	for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

11. Name of **institutions** that provide the education and/or training necessary for a particular occupation.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

12. **Number of people employed** within a given occupation, categorized by age and sex.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

13. Specific indicator pointing out the **short-term local labour market outlook** for employment opportunities for a given occupation. Available indicators include: Increasing, Stable, Declining or Unknown.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not ☐Did not know that information was available

	suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand Comments:	☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify)

14. Other **economic indicators** for a given occupation which may include: seasonal, labour surplus, etc.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:	
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand Comments:	☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify)

15. **Total number of job opportunities** listed with the Human Resources Centre or advertised locally in the past three months for a given occupation.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:	
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand Comments:	☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify)

16. Number of **employed and experienced labour force** in a given occupation during the week prior to the 1991 Census.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:	
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details	☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify)

	☐Not easy to understand Comments:

INFORMATION BY INDUSTRY

17. General **description of an industry**.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

18. General information of a **major sector of employment in a given industry** and area.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

19. Number of **employers and employees by firm size** for a given industry and area.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

20. List of **significant employers** for a given industry and area.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

21. List of **industrial associations** related to a given industry and area.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

GENERAL INFORMATION FOR A GIVEN AREA

22. Description of **major events**, such as plant openings or closures, that are expected to have an impact on the labour market of a given area.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

23. General **social and economic information** for a given area, which may include items such as: demographics, major industries, etc.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

24. **Available facilities** including: recreational, medical, cultural, etc., for a given area.

I use this type of information ☐	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this type of information ☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

25. Average number of individuals on **Employment Insurance** regular benefits for the past three months.

I use this type of	**IF** you use this type of information, please rate your satisfaction from 1 to 4; where

information	☐	1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this type of information	☐	**IF** you do not use this type of information, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

SECTION TWO: OTHER INFORMATION PRODUCTS AND SERVICES

1. **Job Futures (National** Edition) is a two-volume publication that provides Canadians with information about the current world of work and projections for the future from the perspective of occupational groups and recent post secondary graduates.

I use this information product ☐	**IF** you use this information product, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this information product ☐	**IF** you do not use this information product, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

2. **Job Futures (Provincial** Edition)

I use this information product ☐	**IF** you use this information product, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this information product ☐	**IF** you do not use this information product, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

3. **Job Bank**: Information system available for job seekers in career centres and other locations such as shopping malls, which allow anyone to **search for specific job openings** locally or nationally.

I use this information product ☐	**IF** you use this information product, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this information product ☐	**IF** you do not use this information product, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

4. **Electronic Labour Exchange**: An Internet site which allows **employers and workers** to describe their requirements and qualifications and **match** them.

I use this information product ☐	**IF** you use this information product, please rate your satisfaction from 1 to 4; where 1 is very dissatisfied and 4 is very satisfied_____. Please specify any suggestions for improvements:
I do not use this information product ☐	**IF** you do not use this information product, please indicate the reason(s): ☐Delivery format not suitable ☐Information not up-to-date ☐Not enough details ☐Not easy to understand ☐Did not know that information was available ☐Do not consider the information reliable ☐Not applicable to my needs ☐Other (please specify) Comments:

Please indicate any **other useful** labour market information / labour exchange product or service not listed above which you **have received** or **are receiving** from HRDC.

_____

_____

_____

_____

_____

SECTION THREE: Accessibility of Information

Please indicate which of the following items you do not have access to, ranking for each item the importance you place on getting access to this type of labour market information. Please use the following scale:
Not at all important(1), slight importance(2), important(3), absolutely essential(4),not applicable/item available(5)

	Importance (1-5)
Job Vacancies and Employment Opportunities	_____
Occupational Profiles (Existing Conditions)	_____
Industry Information (Existing Conditions)	_____
Employers Lists	_____
Wages and Conditions of Employment Information	_____
Occupational Trends	_____
Industry Trends	_____
Training Requirements Information	_____
Training Provider Information	_____
Community Information	_____
Demographic Data	_____
Unemployment Data	_____
Other (Please Specify): _____	_____

SECTION FOUR: Delivery Format:

Please indicate which format(s) is (are) the most suitable for you, or the group you represent. Please indicate if it is essential (E) or preferred (P).

	Format
Kiosk (Self-serve)	_____
Accessible by Internet	_____
Computer Based (Available on Diskette or CD-ROM)	_____
Electronic Mail	_____
Printed Document	_____
Telephone	_____
Verbal from Counselor (in -person)	_____
Other - Please Specify: _____	_____

SECTION FIVE: Official Language:

Please indicate whether you have access to the Labour Market Information products and services in your preferred official language:	**Yes** ☐	**No** ☐
Please indicate your preferred language of service:	**English** ☐	**French** ☐

Other Comments:

_____

_____

_____

_____

SECTION SIX: General Information:

In order for us to better understand your information requirements, please take the time to answer the following questions:

Please identify your position (title):

Please indicate the Province or Territory you work in:

BC	Yukon	Alta.	NWT	Sask.	Mtba.	Ont.	Que.	NB	PEI	NS	NFLD
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Please indicate which type(s) of activity are representative of your labour market information requirements:

Job Search	Career Planning	Hiring	Community Planning	Program Planning	Other*
☐	☐	☐	☐	☐	☐

*If you selected "other", please specify the activity:

If you are involved in direct service delivery to job seekers, please indicate the age category that is <u>most</u> representative of the client group you are serving.

< 18	18 - 24	25 - 34	35 - 50	50+	All Ages
☐	☐	☐	☐	☐	☐

If you are involved in direct service delivery to job seekers, please indicate the highest level of education completed that is most representative of the client group you are serving.

<gr.10	High school	College	University	All Levels
☐	☐	☐	☐	☐

***Thank you** for taking the time to complete this questionnaire. All comments are protected, however we would appreciate any further insights and comments you may care to share. Would you be available for further contact or clarification?*

YES ☐
NO ☐

If so, please provide us with the following information:

Name:
Organization :
Address:

Telephone #:

Section Three

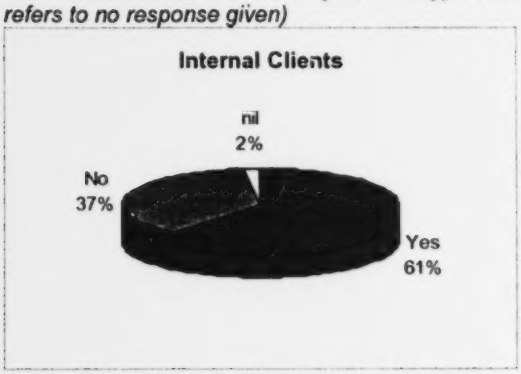
The following pages contain graphs and charts showing the national results for each question in the phase 2 survey.

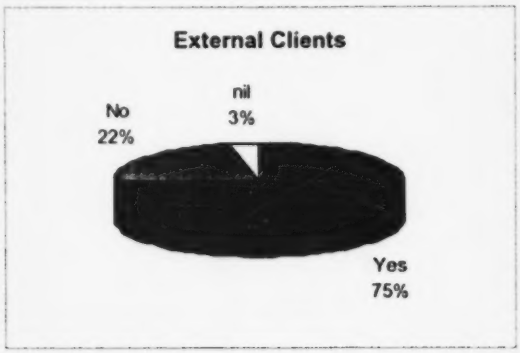
Section One: Types of Information Used

Information by **Occupations**

1. General description of the **main activities** within an occupational group.

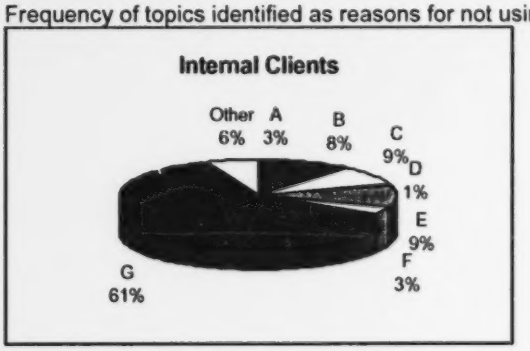
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

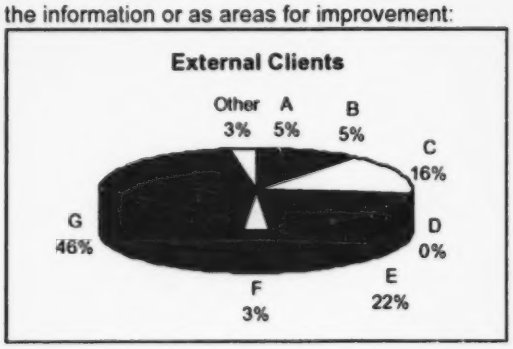




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.9** External Clients: **3.0**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

- A Delivery format not suitable
- B Information not up-to-date
- C Not enough details
- D Not easy to understand
- E Did not know the information was available
- F Do not consider the information reliable
- G Not applicable to needs
- Other

The above reasons were provided by **45%** of the internal respondents and **29%** of the external respondents.

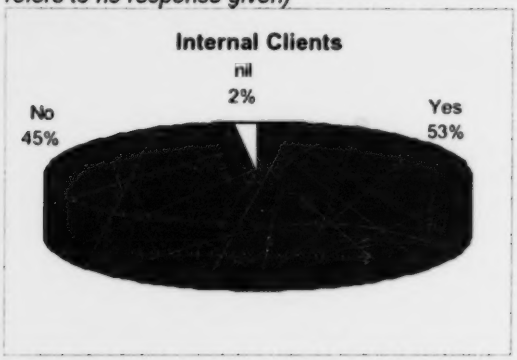
Other comments and suggestions related to:

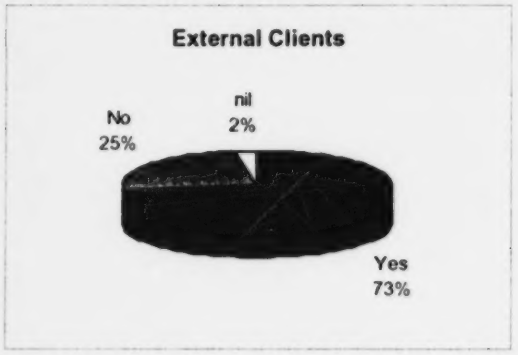
- the need for the information to reflect local conditions and to provide detailed information about specific work activities and physical requirements
- the need for more occupations to be included and kept updated, especially careers in technology and computers

- possible improvements such as providing links to local employment opportunities and industry web sites as well as links to other geographic areas

2. Titles of **typical or related jobs** within an occupational group.

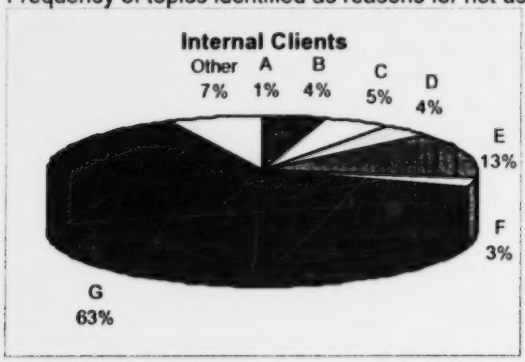
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

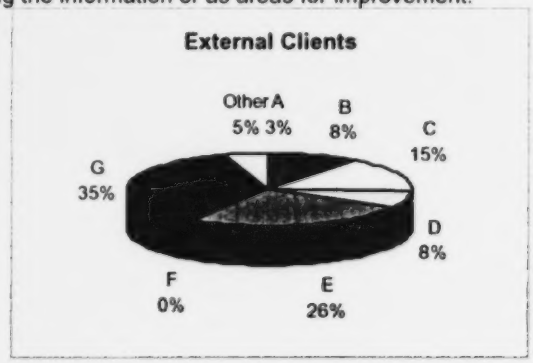




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.9** External Clients: **3.0**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

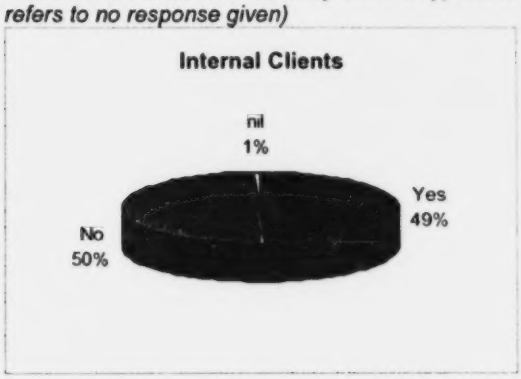
The above reasons were provided by **48%** of the internal respondents and **30%** of the external respondents.

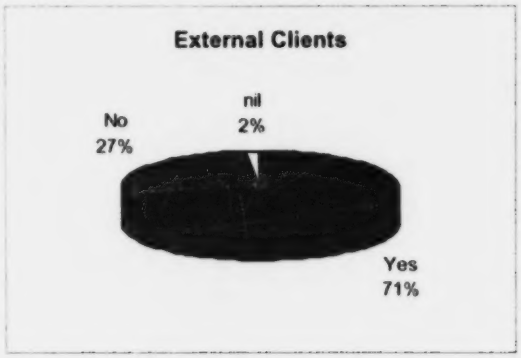
Other comments and suggestions related to:

- the need to maintain the information in printed format as well as electronically
- difficulties with the classification of occupations: the National Occupation Codes being too broad within occupational groups, categories not reflecting newer occupations especially as it pertains to computer technology areas and clients finding the index awkward

3. **Trends and current developments** for an occupation which may include special education or skill set requirements, that have an impact on the occupation and growth projection.

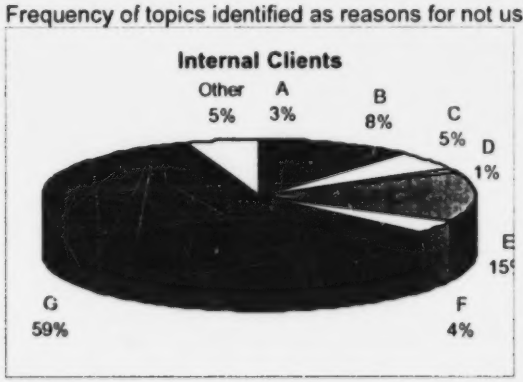
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

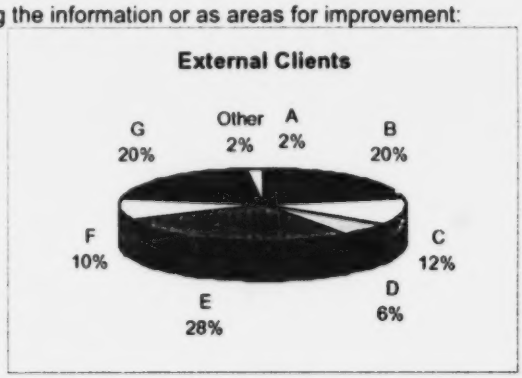




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.8** External Clients: **2.9**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

- A Delivery format not suitable
- B Information not up-to-date
- C Not enough details
- D Not easy to understand
- E Did not know the information was available
- F Do not consider the information reliable
- G Not applicable to needs
- Other

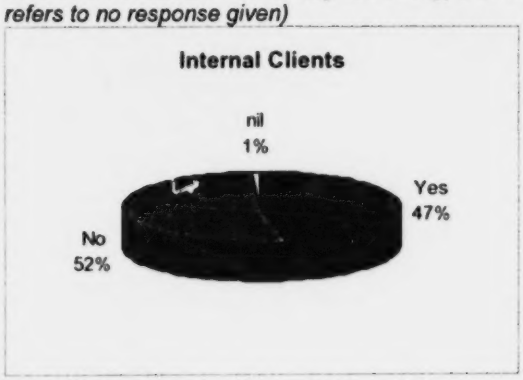
The above reasons were provided by **54%** of the internal respondents and **36%** of the external respondents.

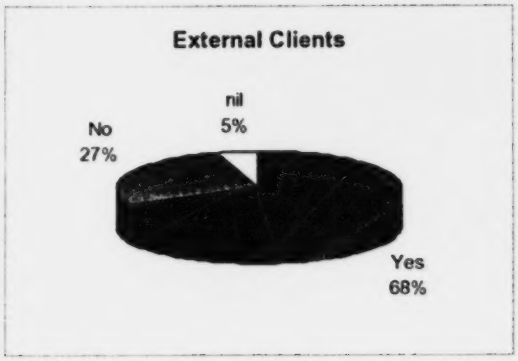
Other comments and suggestions related to:

- the importance of this type of information being available for all occupations, kept up to date and accessible to clients
- the need for the information to reflect local trends and employers' projected requirements
- the need to upgrade the information related to rapidly changing occupations, especially with respect to computer technology
- possible improvements such as providing direct links to Job Bank or vacancy listings for the area

4. List of the **main industry sectors** in which workers are usually employed **for a given occupational group**.

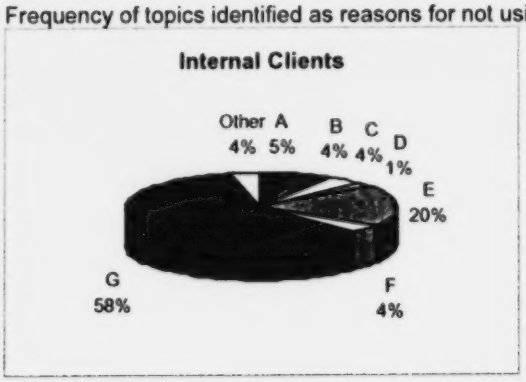
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

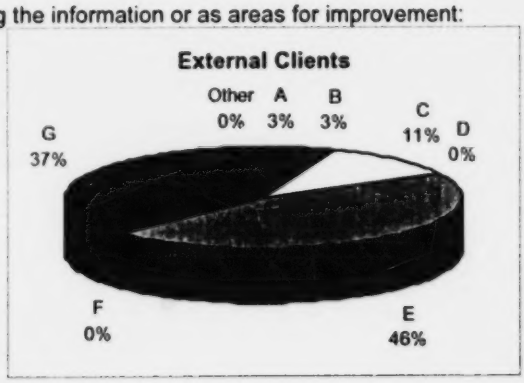




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.9** External Clients: **2.8**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

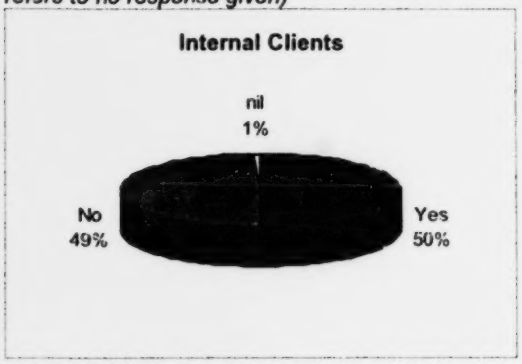
A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

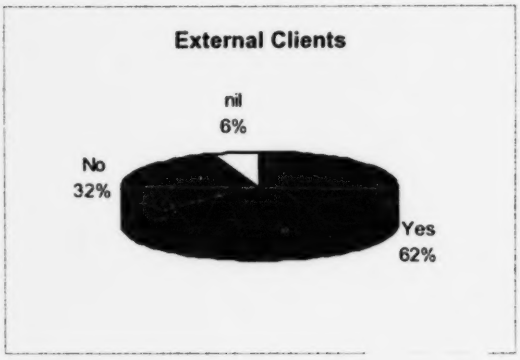
The above reasons were provided by **52%** of the internal respondents and **28%** of the external respondents.

Other comments and suggestions related to:
- the need for the information to reflect local labour markets

5. Information on the **most common conditions of work** for an occupation.

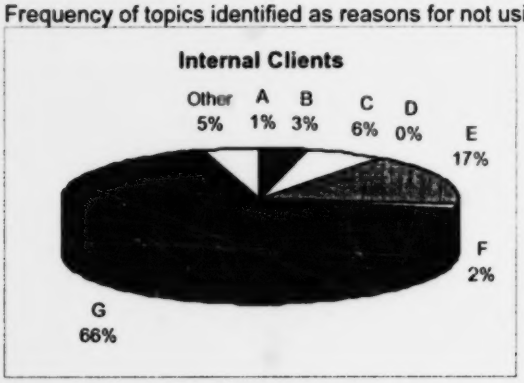
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

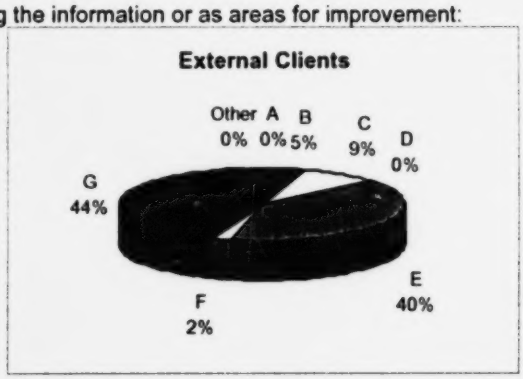




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.9** External Clients: **2.9**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

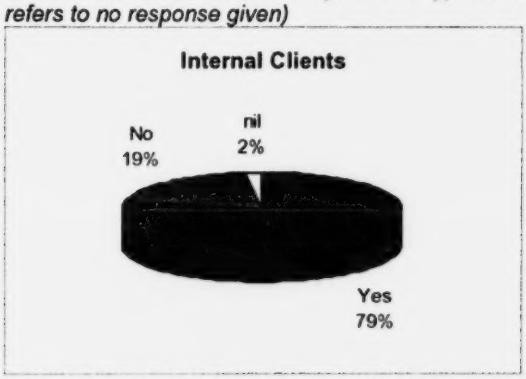
The above reasons were provided by **49%** of the internal respondents and **35%** of the external respondents.

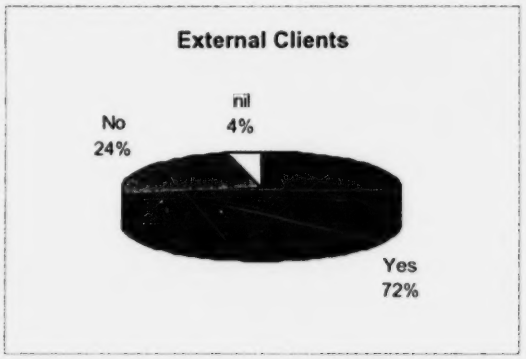
Other comments and suggestions related to:

- the need for the information to be specific in terms of local conditions, and narrower margins (e.g. hours of work)
- respondents finding other sources provide more reliable local information including clients as they have better current knowledge of working conditions by occupation or employer

6. Information on current **wage** ranges in a given area for a particular occupation.

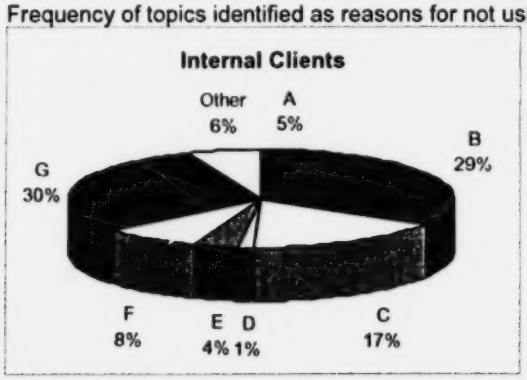
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

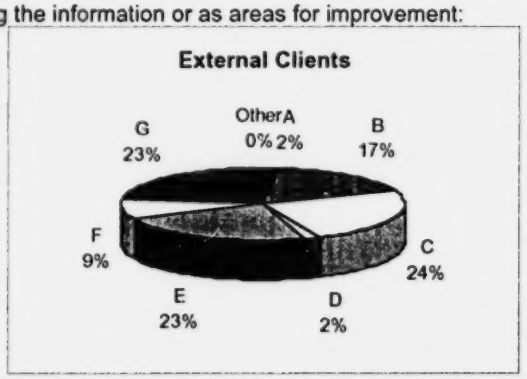




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **3.1** External Clients: **2.8**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

- A Delivery format not suitable
- B Information not up-to-date
- C Not enough details
- D Not easy to understand
- E Did not know the information was available
- F Do not consider the information reliable
- G Not applicable to needs
- Other

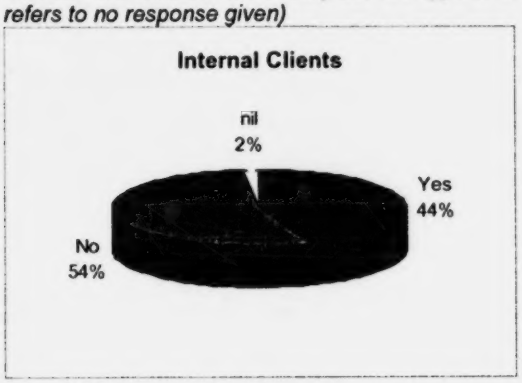
The above reasons were provided by **28%** of the internal respondents and **41%** of the external respondents.

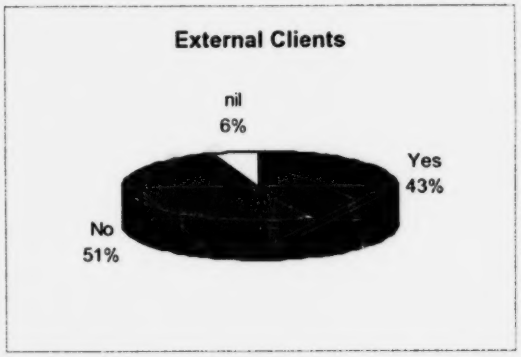
Other comments and suggestions related to:

- the importance placed on having access to current and accurate information of this type and the need for it to be available for all occupations
- ranges being too broad and not reflecting local conditions, especially in rural or remote communities
- concern that wage ranges are inflated because they are based on data from EI applications which include non-insurable amounts
- possible improvements such as: identifying an occupational "norm" instead of just providing a range, providing examples of recent local hirings, providing wage breakdowns by years of experience or training requirements, or providing wage breakdowns by industry or company types and size

7. List of **name and addresses of potential employers** for a given occupation.

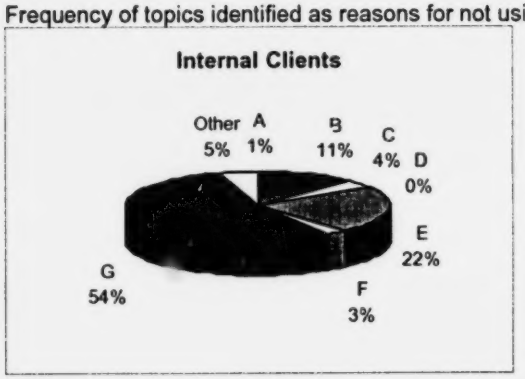
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

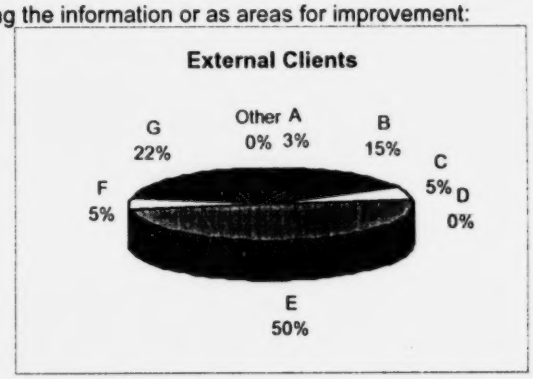




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.7** External Clients: **2.7**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

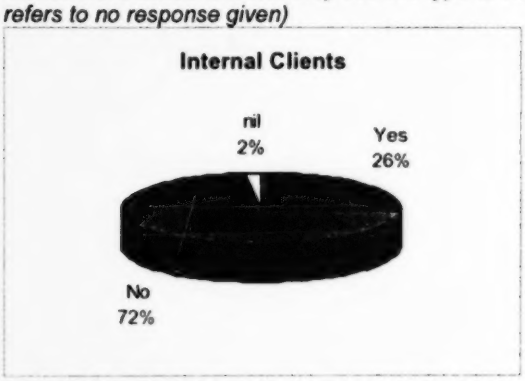
A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

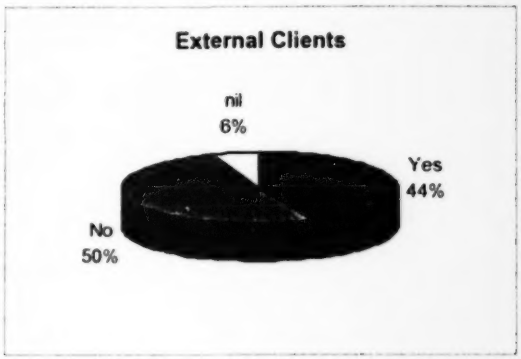
The above reasons were provided by **56%** of the internal respondents and **55%** of the external respondents.

Other comments and suggestions related to:
- difficulty in accessing the information
- concern that the information is not complete enough to be useful and that it is not available for each HRCC
- reliance on other sources external to HRDC for the information, such as: telephone directories, Scotts, high tech and industrial directories and Chambers of Commerce

8. List of **professional associations** related to a specific occupation.

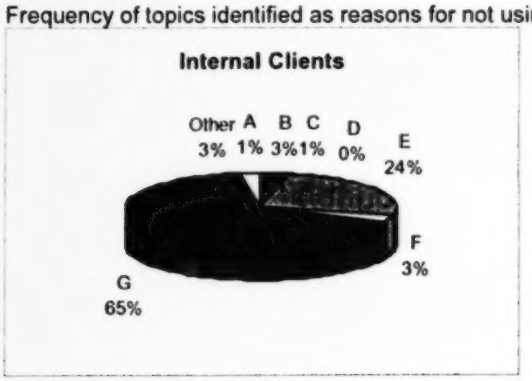
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

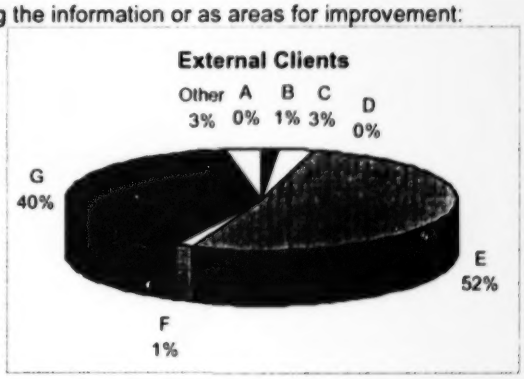




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.7** External Clients: **2.8**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

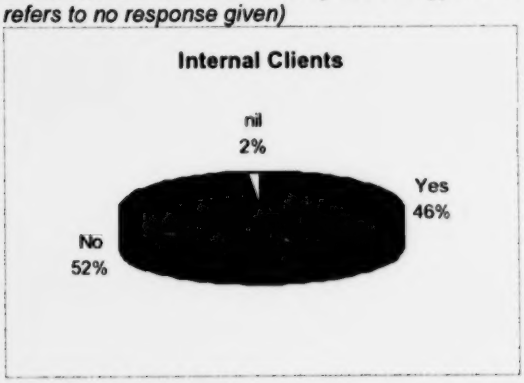
The above reasons were provided by **72%** of the internal respondents and **50%** of the external respondents.

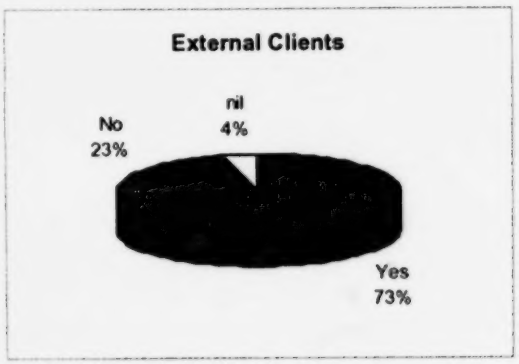
Other comments and suggestions related to:

- the need for the information to be available at the local level as well as nationally
- the perception that other sources for the information are more thorough and readily available, such as telephone directories and the Internet
- possible improvements, such as: adding contact information, indicating when the list was last updated and using links to existing websites on the Internet

9. Description of **education and/or training, experience or certification required** to obtain employment in an occupation. Specific local requirements will also be listed when available.

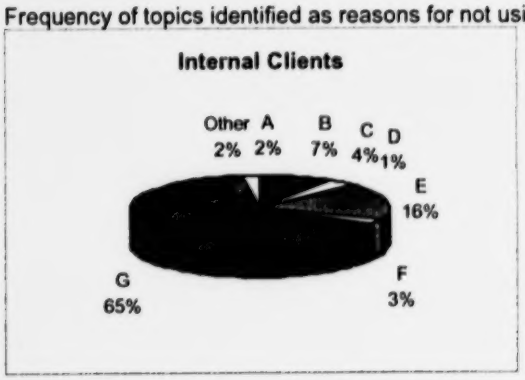
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

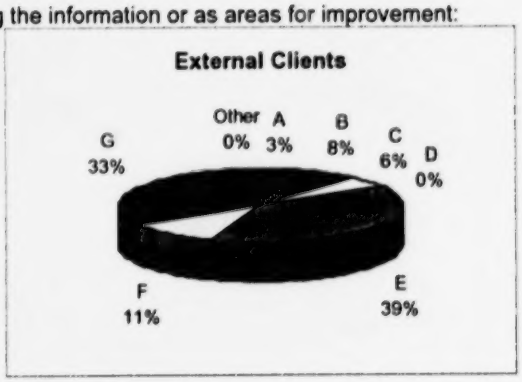




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.9** External Clients: **3.0**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

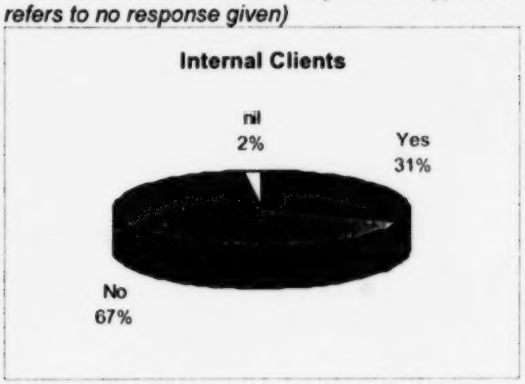
The above reasons were provided by **53%** of the internal respondents and **29%** of the external respondents.

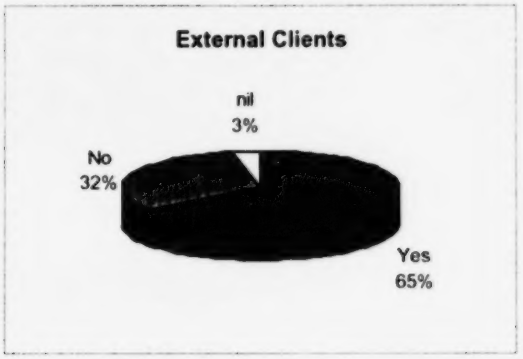
Other comments and suggestions related to:

- the information being too generic; the need for the information to be there for as many specific occupations as possible and the need for it to reflect local and provincial requirements to be useful
- the information being available from other sources on the Internet and the suggestion that HRDC provide a search mechanism and/or links to existing websites

10. Name and description of **educational or training programs** available for a given occupation.

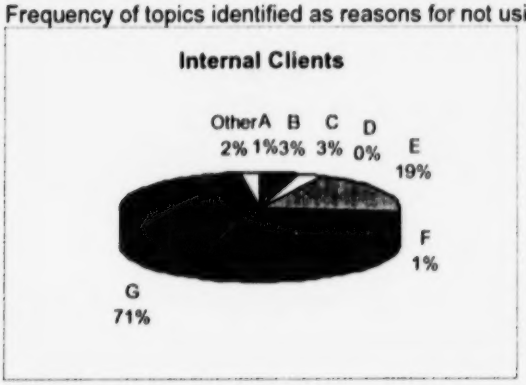
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

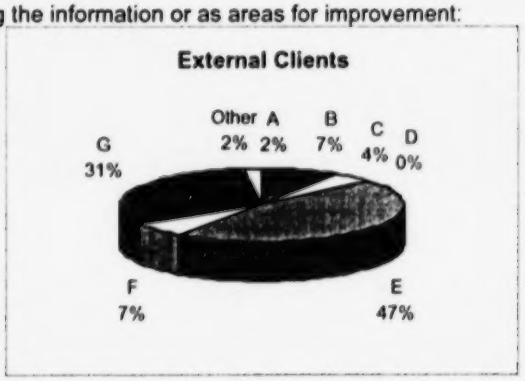




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.7** External Clients: **2.9**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

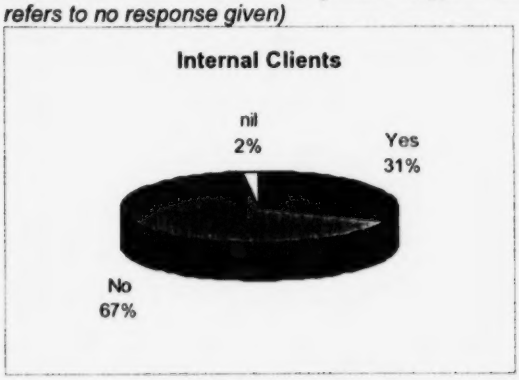
A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

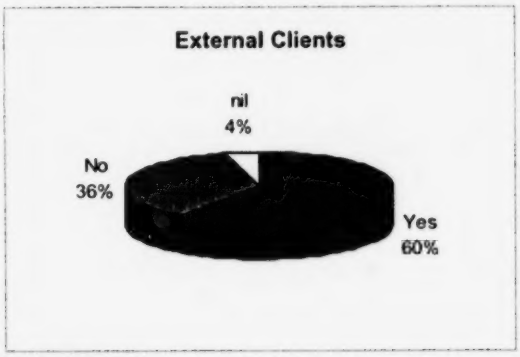
The above reasons were provided by **67%** of the internal respondents and **35%** of the external respondents.

Other comments and suggestions related to:
- the incompleteness of HRDC listings
- reliance on information generated directly by the schools, including course calendars
- the usefulness of HRDC providing links to public and private institutions on the Internet

11. Name of **institutions** that provide the education and/or training necessary for a particular occupation.

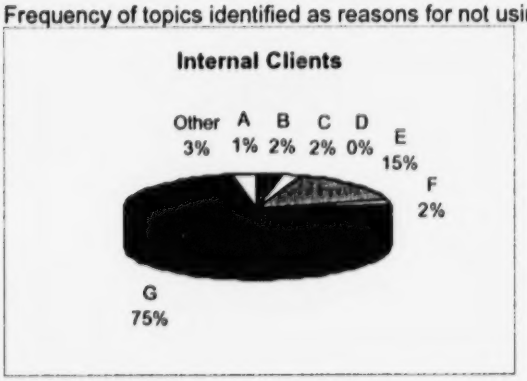
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

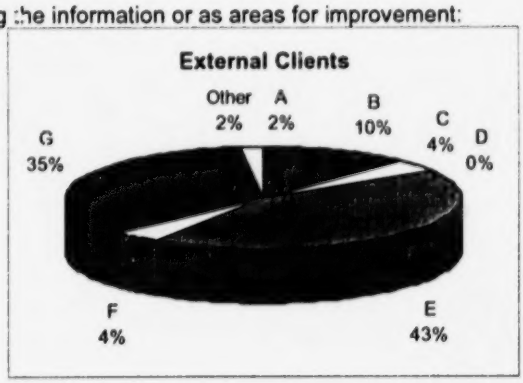




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.8** External Clients: **2.9**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

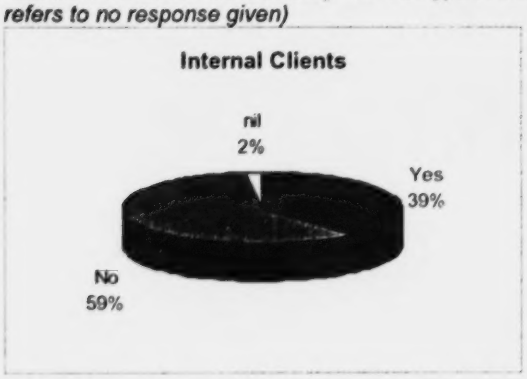
The above reasons were provided by **65%** of the internal respondents and **39%** of the external respondents.

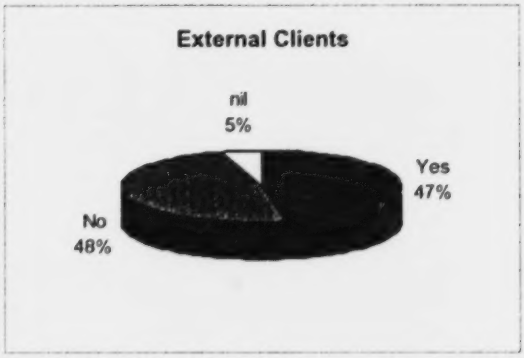
Other comments and suggestions related to:

- the HRDC listing being incomplete
- reliance on other sources for the information, such as: listings and directories provided by the provinces and institutions' course calendars
- suggestions for HRDC to provide quick search mechanisms and links to more comprehensive sites already existing on the Internet

12. Number of people employed within a given occupation, categorized by age and sex.

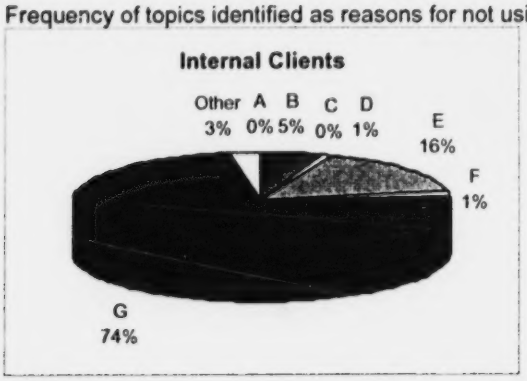
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

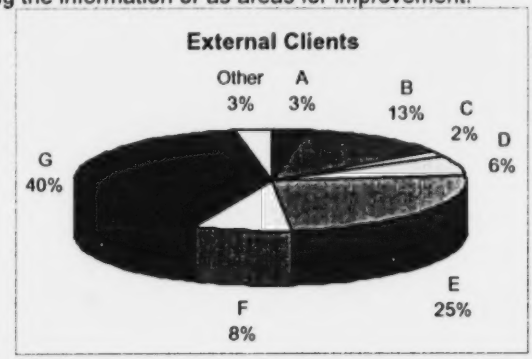




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **3.0** External Clients: **2.8**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

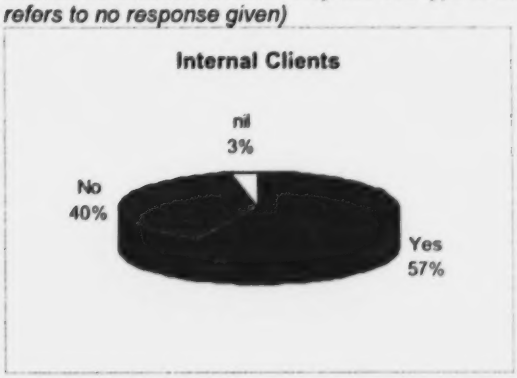
A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

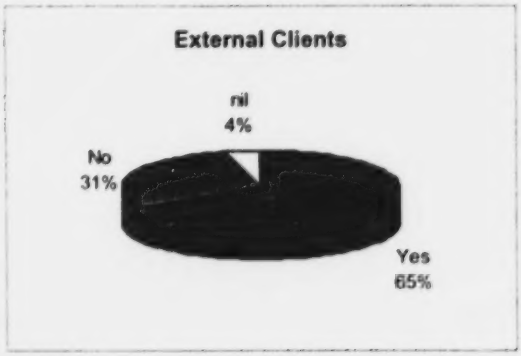
The above reasons were provided by **59%** of the internal respondents and **48%**of the external respondents.

Other comments and suggestions related to:
- the use of information provided by the provinces

13. Specific indicator pointing out the **short-term local labour market outlook** for employment opportunities for a given occupation. Available indicators include: Increasing, Stable, Declining or Unknown.

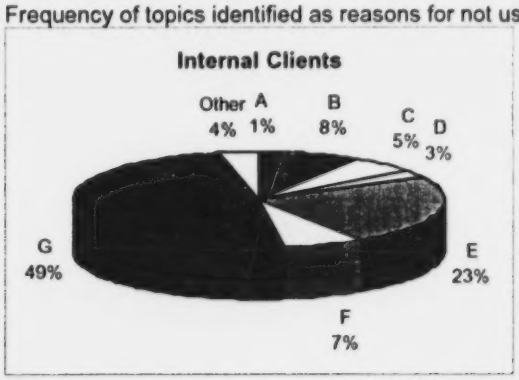
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

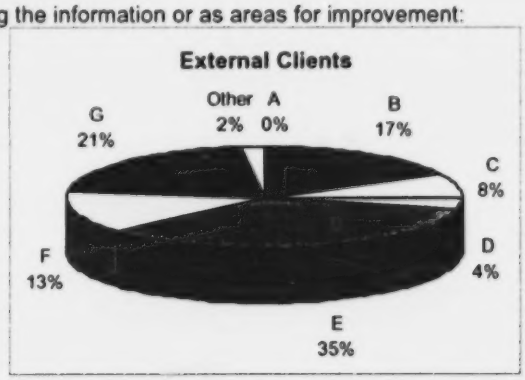




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.9** External Clients: **2.9**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

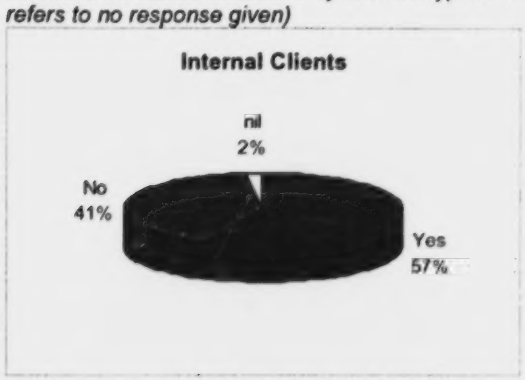
A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

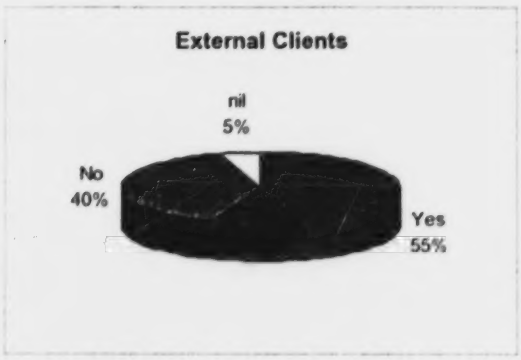
The above reasons were provided by **43%** of the internal respondents and **40%** of the external respondents.

Other comments and suggestions related to:
- the desire to have more occupations included
- the information being more valuable when it relates to local conditions as opposed to national

14. Other **economic indicators** for a given occupation which may include: seasonal, labour surplus, etc.

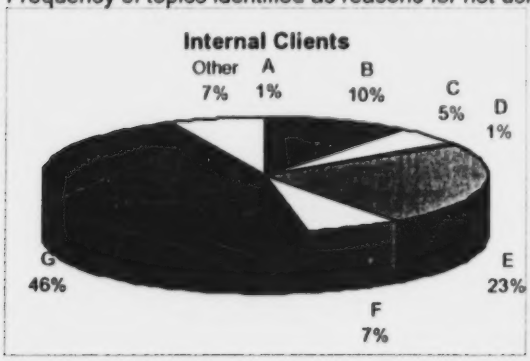
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

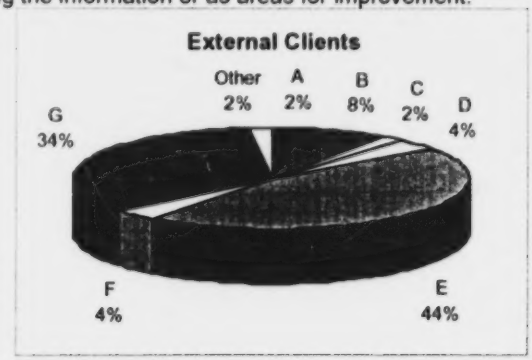




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **3.0** External Clients: **3.0**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

- A Delivery format not suitable
- B Information not up-to-date
- C Not enough details
- D Not easy to understand
- E Did not know the information was available
- F Do not consider the information reliable
- G Not applicable to needs
- Other

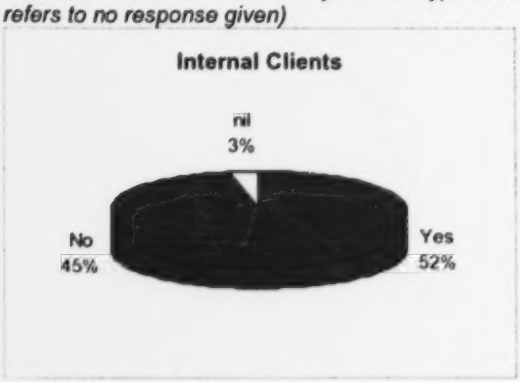
The above reasons were provided by **42%** of the internal respondents and **41%** of the external respondents.

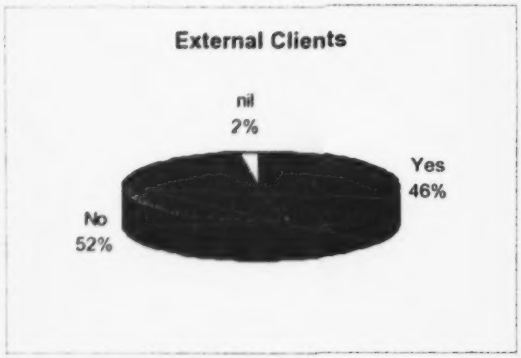
Other comments and suggestions related to:

- the information being particularly useful for adjudication purposes and anticipating client loads
- respondents relying on other sources such as: general knowledge of the subject, media reports, business news, etc.

15. Total number of job opportunities listed with the Human Resources Centre or advertised locally in the past three months for a given occupation.

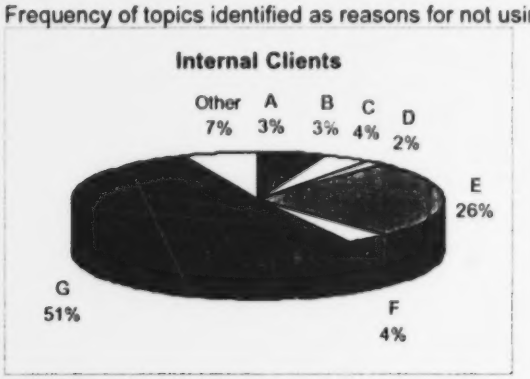
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

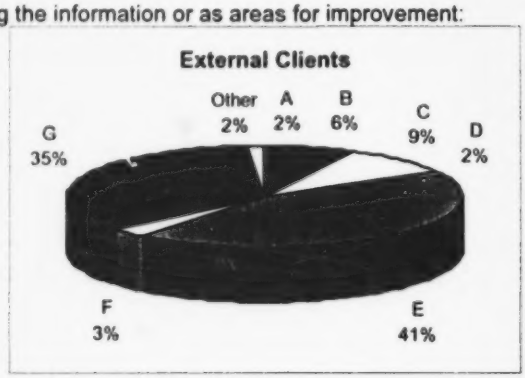




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **3.0** External Clients: **2.7**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

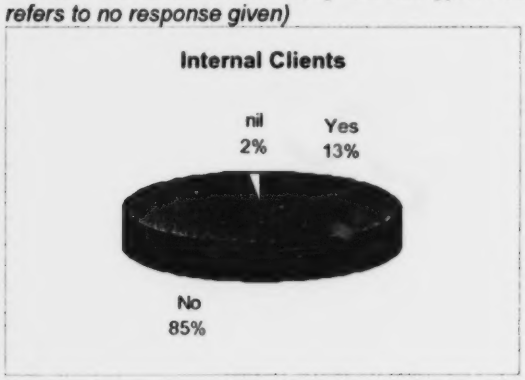
A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

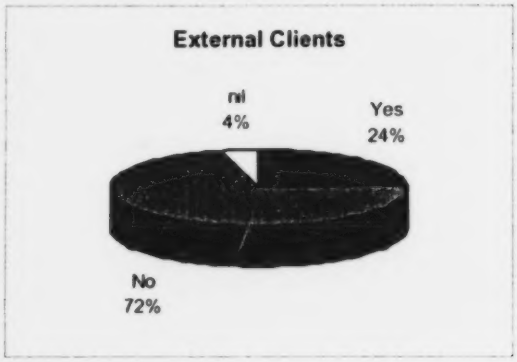
The above reasons were provided by **44%** of the internal respondents and **51%** of the external respondents.

Other comments and suggestions related to:
- a perception that the information is not local
- the information being perceived as misleading as HRDC's market share of job postings is only a small proportion of job opportunities, and tend to focus particularly on low skilled or high turnover jobs, while newspapers tend to list high turnover or highly skilled jobs
- providing an indication of the period of time covered, as helpful

16. Number of **employed and experienced labour force** in a given occupation during the week prior to the 1991 Census.

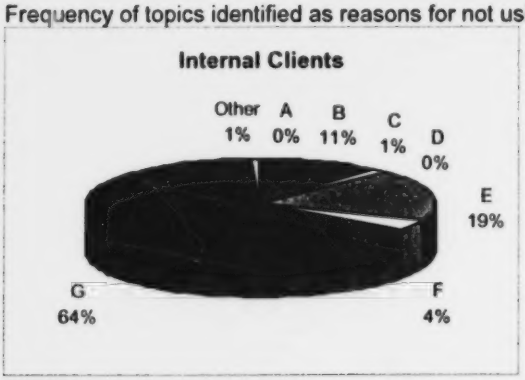
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

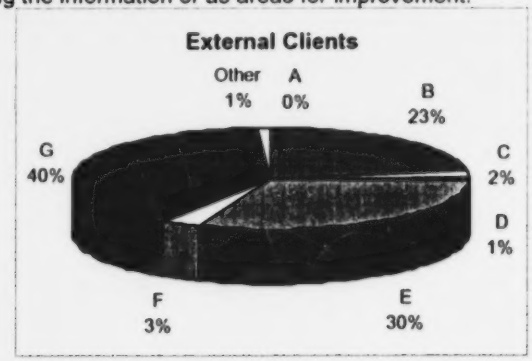




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.8** External Clients: **2.6**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

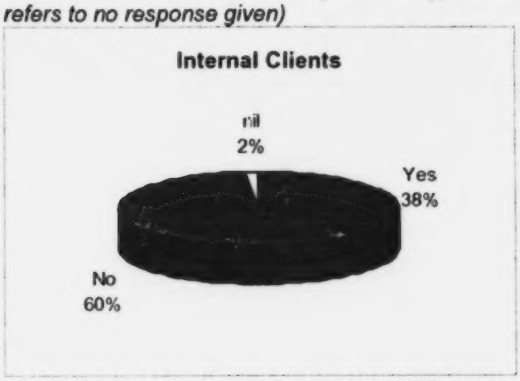
The above reasons were provided by **85%** of the internal respondents and **69%** of the external respondents.

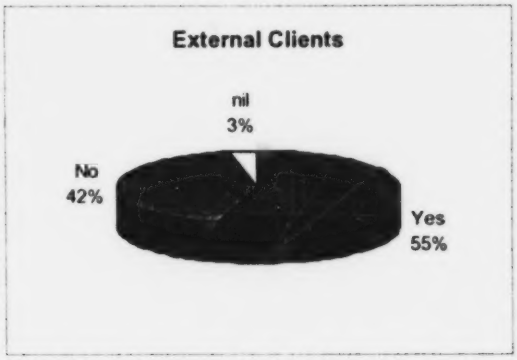
Other comments and suggestions related to:
- questioning the usefulness and relevancy of 1991 data

Information by **Industry**

17. General **description of an industry**.

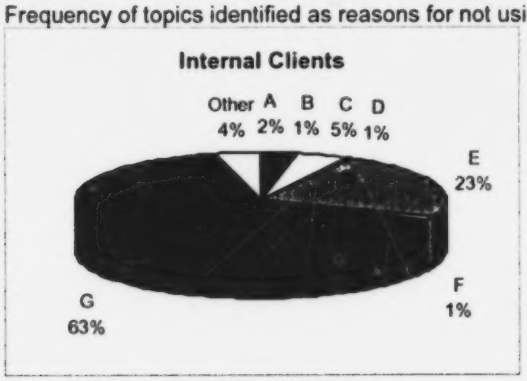
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

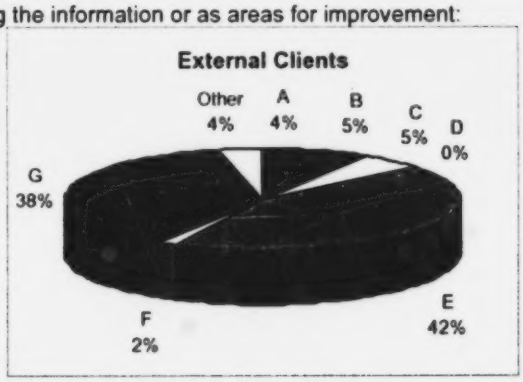




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.9** External Clients: **2.9**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

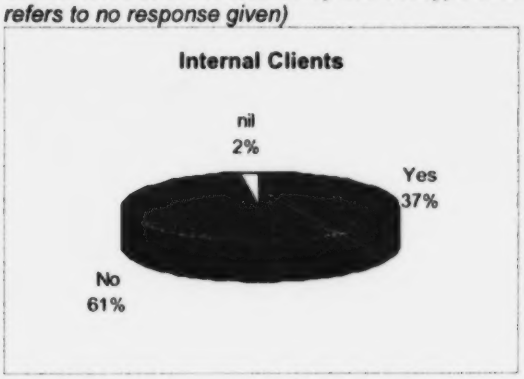
A	Delivery format not suitable		E	Did not know the information was available
B	Information not up-to-date		F	Do not consider the information reliable
C	Not enough details		G	Not applicable to needs
D	Not easy to understand			Other

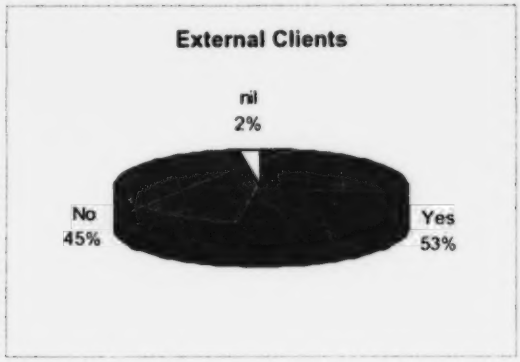
The above reasons were provided by **58%** of the internal respondents and **43%** of the external respondents.

Other comments and suggestions related to:
- the need to reflect current technology and industry changes
- SIC codes being out of date and the need for additional sectors
- difficulty in accessing the information
- the information being available from other sources, such as: Internet and industrial directories

18. General information of a **major sector of employment in a given industry** and area.

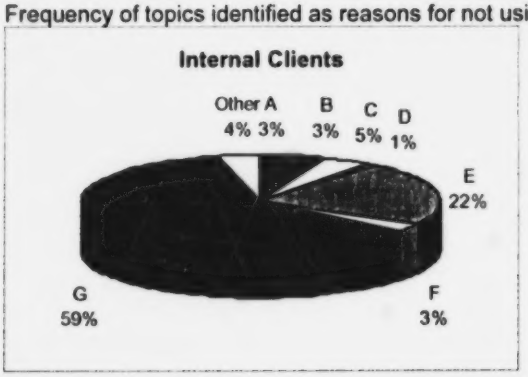
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

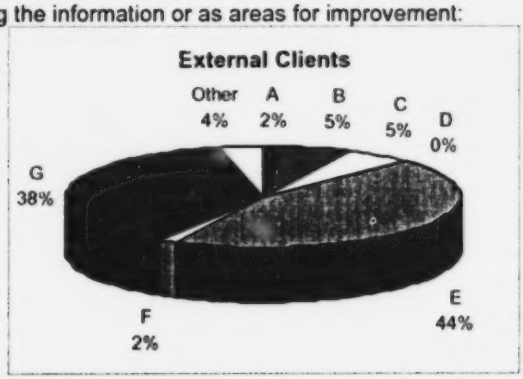




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of.
Internal Clients: **3.0** External Clients: **3.0**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

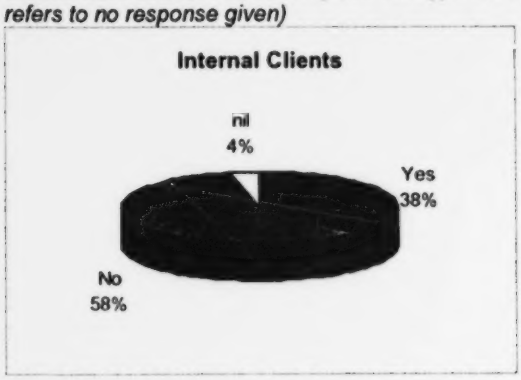
A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

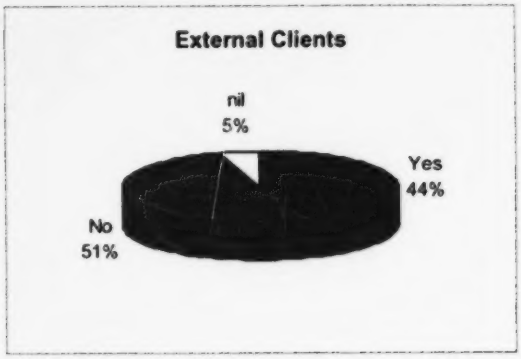
The above reasons were provided by **58%** of the internal respondents and **45%** of the external respondents.

Other comments and suggestions related to:
- the desirability of including future projections for sectors
- problems with accessing the information and printing reports from NLMISYS

19. Number of **employers and employees by firm size** for a given industry and area.

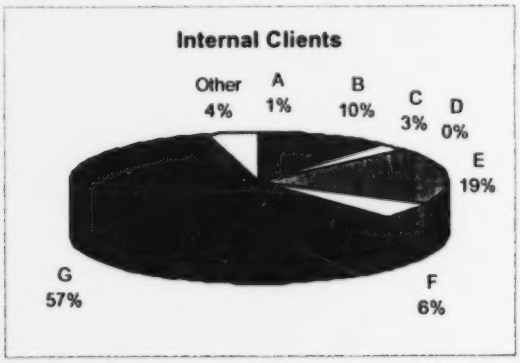
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

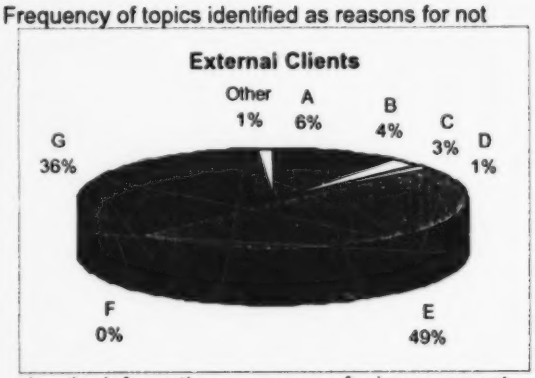




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.9** External Clients: **2.8**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

- A Delivery format not suitable
- B Information not up-to-date
- C Not enough details
- D Not easy to understand
- E Did not know the information was available
- F Do not consider the information reliable
- G Not applicable to needs
- Other

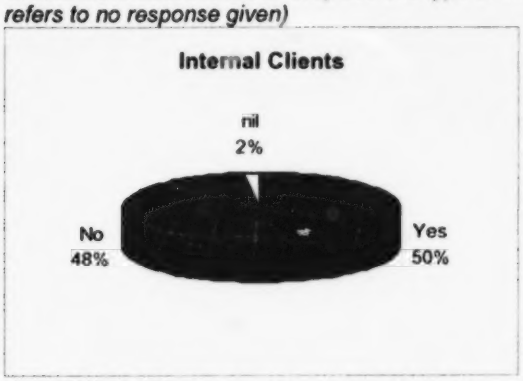
The above reasons were provided by **59%** of the internal respondents and **52%** of the external respondents.

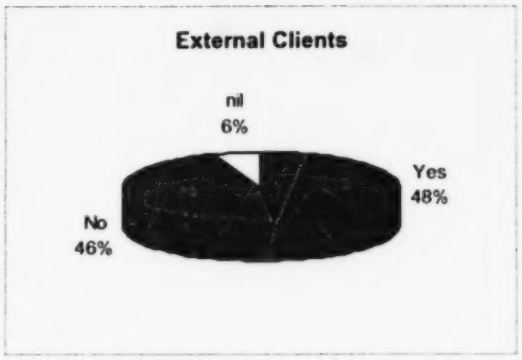
Other comments and suggestions related to:

- difficulty in accessing HRDC's information
- the information being available from other sources, such as: Internet, local business directories, industrial directories, Economic Development Commissions and Chambers of Commerce

20. List of **significant employers** for a given industry and area.

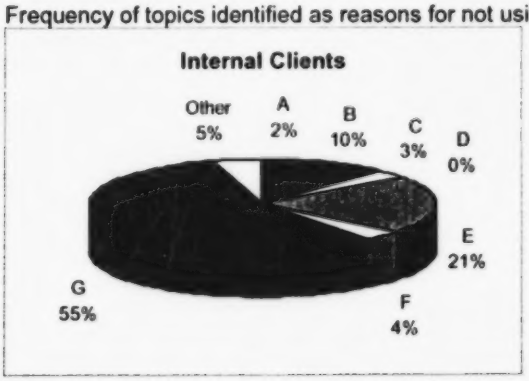
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

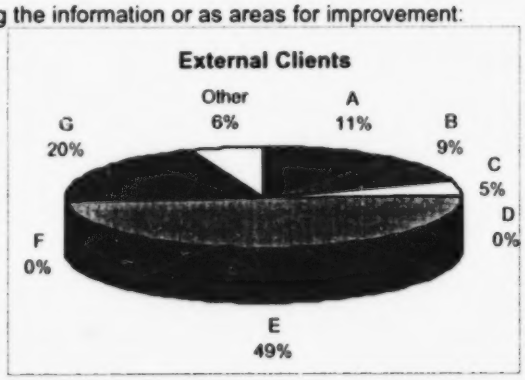




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **3.1** External Clients: **2.8**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

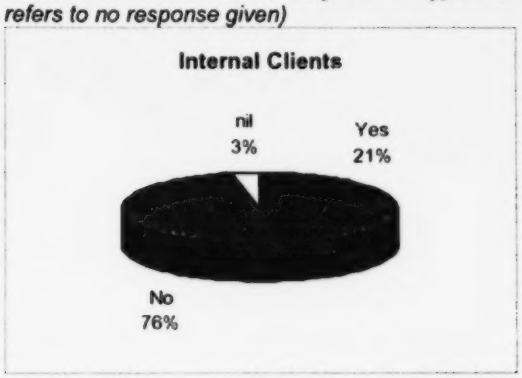
The above reasons were provided by **49%** of the internal respondents and **49%** of the external respondents.

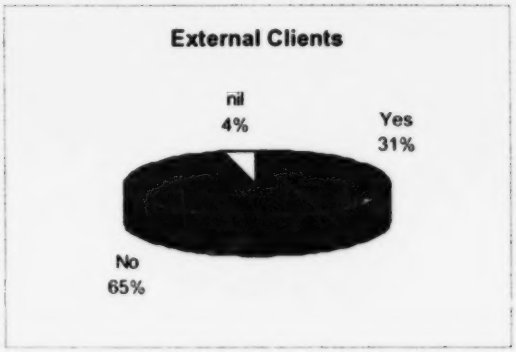
Other comments and suggestions related to:

- HRDC information being sporadic, the publications not being considered extensive enough or up-to-date
- the information being available from other sources, such as: Internet, newspapers, the provinces, city directories, industrial directories or the Economic Development Commissions

21. List of **industrial associations** related to a given industry and area.

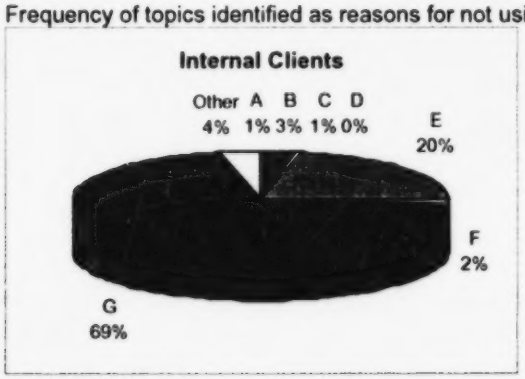
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

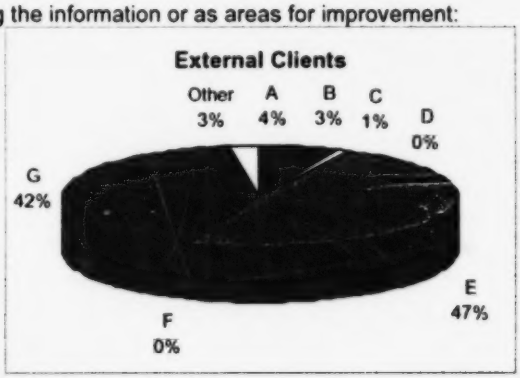




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **2.5** External Clients: **2.6**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

The above reasons were provided by **74%** of the internal respondents and **62%** of the external respondents.

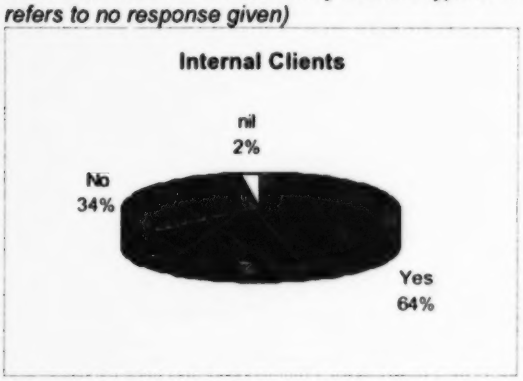
Other comments and suggestions related to:

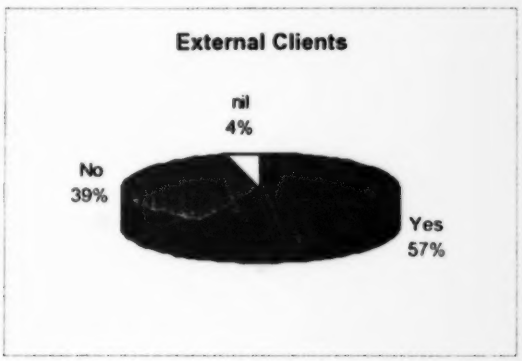
- the tendency to rely on information readily available from other sources and believed more thorough, such as: the Yellow Pages, the Associations Canada listing and other private sector directories, the provinces, unions, industrial contacts and Internet

General Information **for a Given Area**

22. Description of **major events**, such as plant openings or closures, that are expected to have an impact on the labour market of a given area.

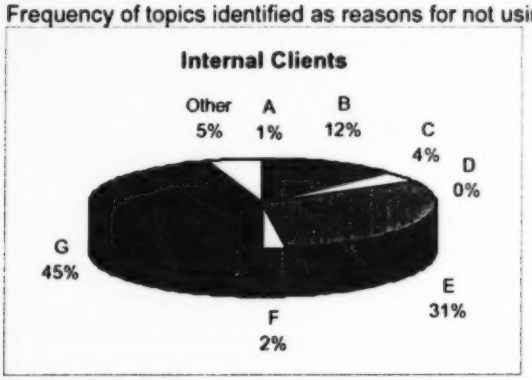
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

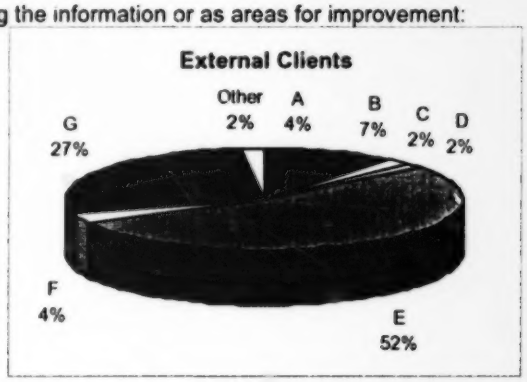




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **3.0** External Clients: **2.7**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

- A Delivery format not suitable
- B Information not up-to-date
- C Not enough details
- D Not easy to understand
- E Did not know the information was available
- F Do not consider the information reliable
- G Not applicable to needs
- Other

The above reasons were provided by **36%** of the internal respondents and **42%** of the external respondents.

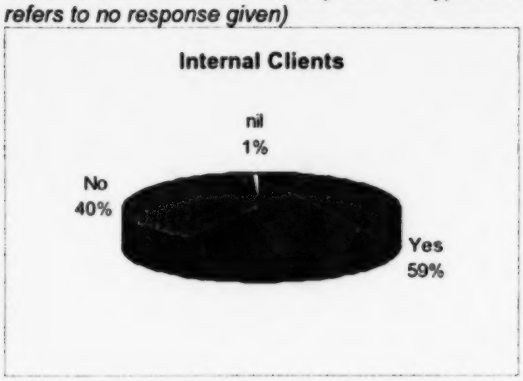
Other comments and suggestions related to:

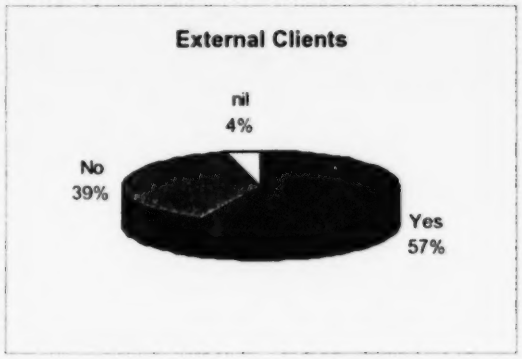
- the sporadic circulation of this type of information from HRDC
- the tendency for respondents to rely on their own research
- the information being most valuable at the local/community level

- the information being available from other reliable sources, such as: business publications, newspapers, media reports, the provinces and SQDM

23. General **social and economic information** for a given area, which may include items such as: demographics, major industries, etc.

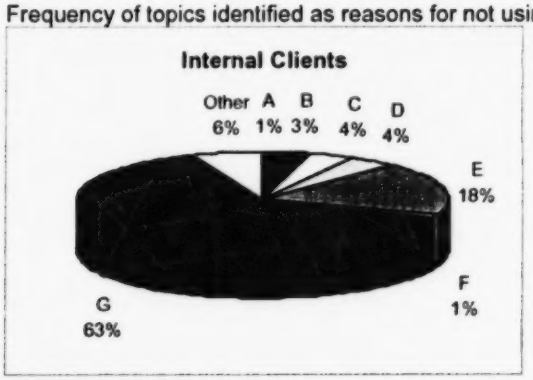
Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*

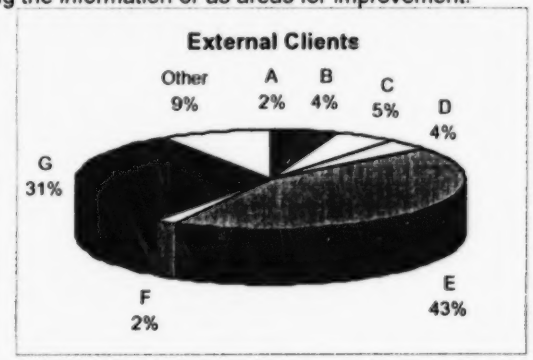




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **3.0** External Clients: **2.8**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

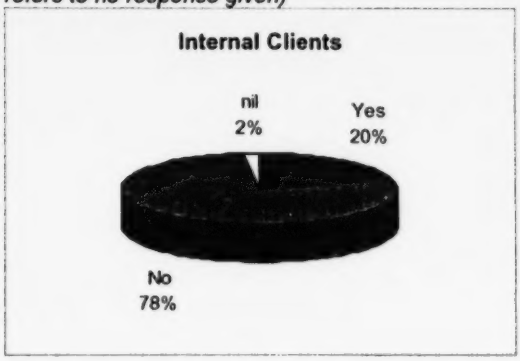
The above reasons were provided by **39%** of the internal respondents and **40%** of the external respondents.

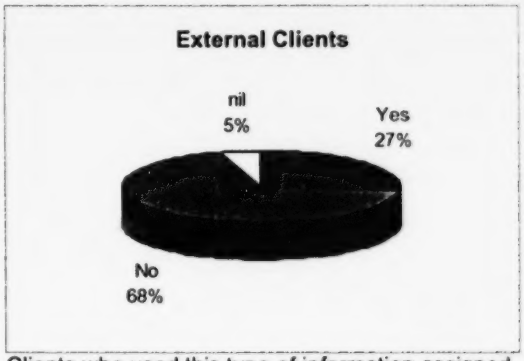
Other comments and suggestions related to:

- Inconsistencies in the quality of the information available, depending on the area covered
- the information being available from other reliable sources, such as: community contacts, newspapers, Internet, Industrial Associations, the provinces etc.

24. Available facilities including: recreational, medical, cultural, etc., for a given area.

Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*



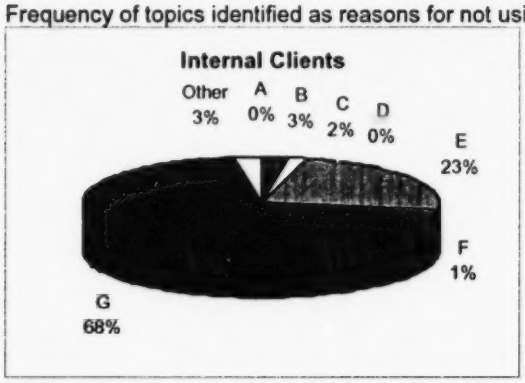


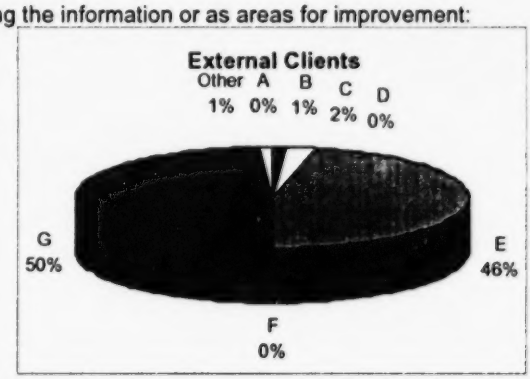
Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:

Internal Clients: **2.7** External Clients: **2.4**

where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

- A Delivery format not suitable
- B Information not up-to-date
- C Not enough details
- D Not easy to understand
- E Did not know the information was available
- F Do not consider the information reliable
- G Not applicable to needs
- Other

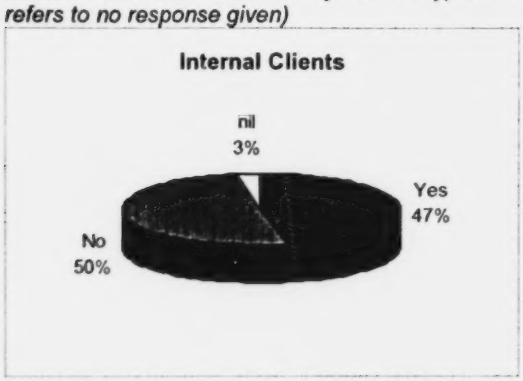
The above reasons were provided by **75%** of the internal respondents and **65%** of the external respondents.

Other comments and suggestions related to:

- There not being a large demand for this type of information
- There being other reliable and up-to-date sources available, such as: telephone directories, local information centers, Chambers of Commerce, Internet and media reports

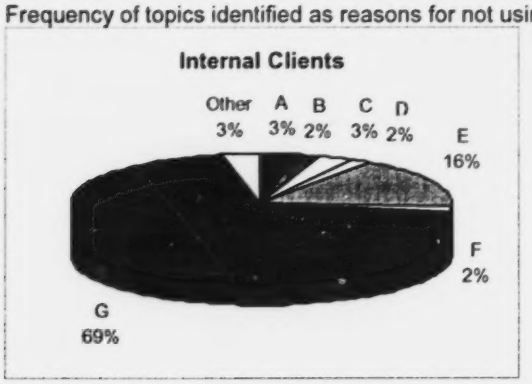
25. Average number of individuals on **Employment Insurance** regular benefits for the past three months. (*Note: this question only appeared on the questionnaires sent to **internal** clients)

Clients were asked whether they use this type of information. Responses are indicated below: *(Note: "nil" refers to no response given)*



Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **3.1**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:



Using the following legend:

- A Delivery format not suitable
- B Information not up-to-date
- C Not enough details
- D Not easy to understand
- E Did not know the information was available
- F Do not consider the information reliable
- G Not applicable to needs
- Other

The above reasons were provided by **49%** of the internal respondents.

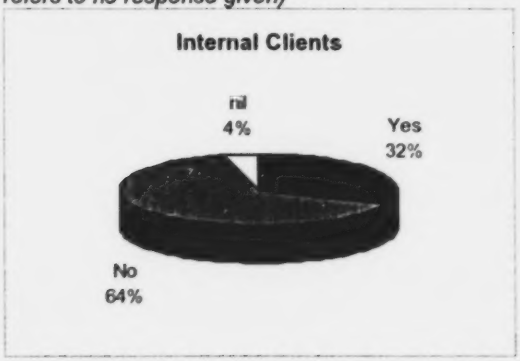
Other comments and suggestions related to:

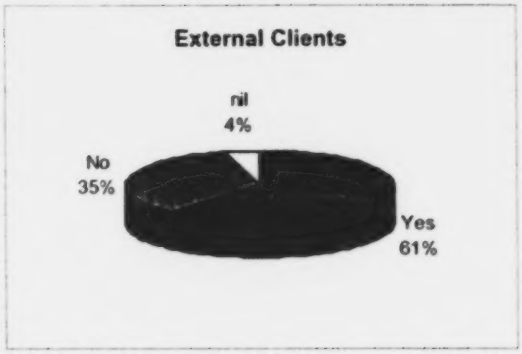
- Difficulties in accessing the information.
- The need for the information to be at the community and HRCC level as well as province wide.

Section Two: Other Information Products and Services

1. **Job Futures (National** Edition) is a two-volume publication that provides Canadians with information about the current world of work and projections for the future from the perspective of occupational groups and recent post secondary graduates.

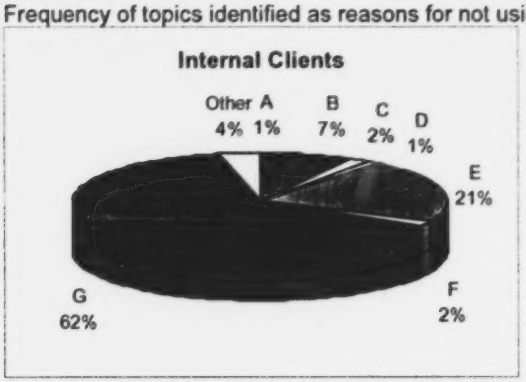
Clients were asked whether they use this information product. Responses are indicated below: *(Note: "nil" refers to no response given)*

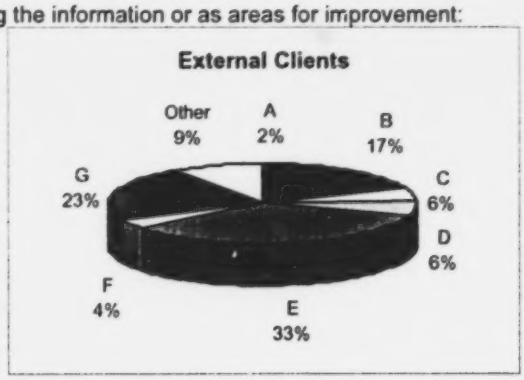




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **3.0** External Clients: **3.1**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

The above reasons were provided by **62%** of the internal respondents and **39%** of the external respondents.

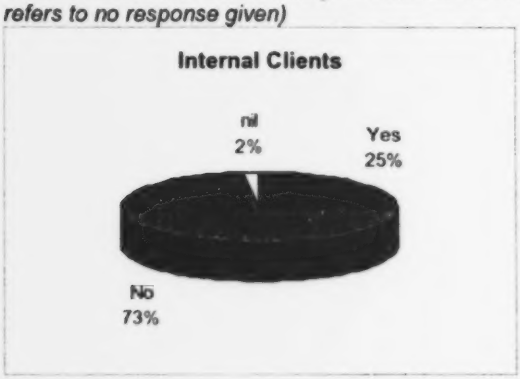
Other comments and suggestions related to:

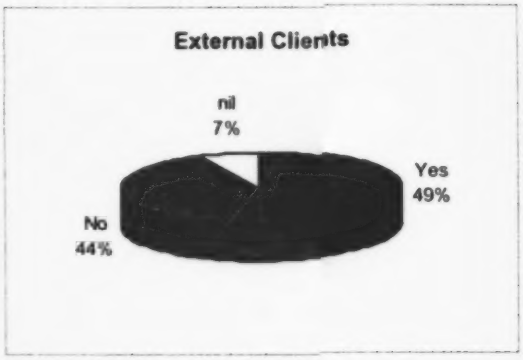
- the publication being well received, but frequent requests that they be updated yearly
- preferences for the publication to be available both electronically and as a printed document

- the importance of getting this product into schools, colleges and libraries was stressed

2. Job Futures (Provincial Edition)

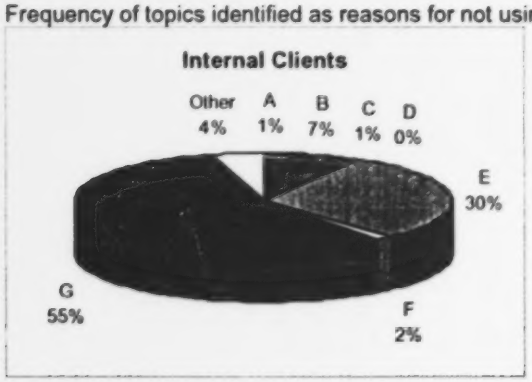
Clients were asked whether they use this information product. Responses are indicated below: *(Note: "nil" refers to no response given)*

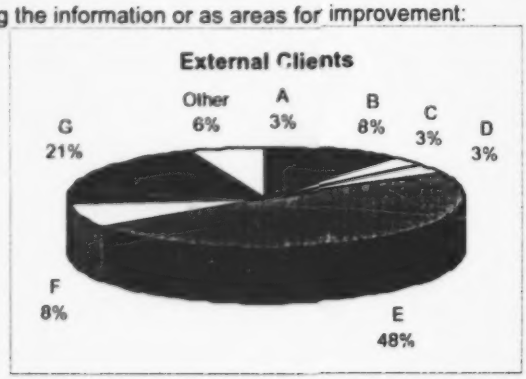




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **3.1** External Clients: **3.1**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

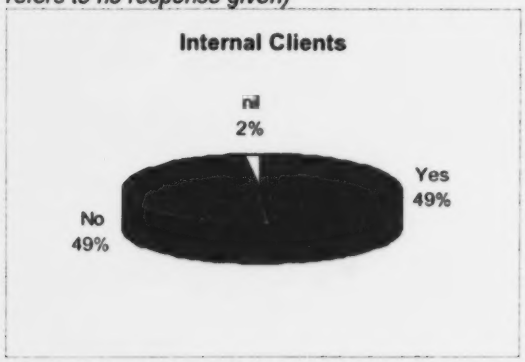
The above reasons were provided by **68%** of the internal respondents and **45%** of the external respondents.

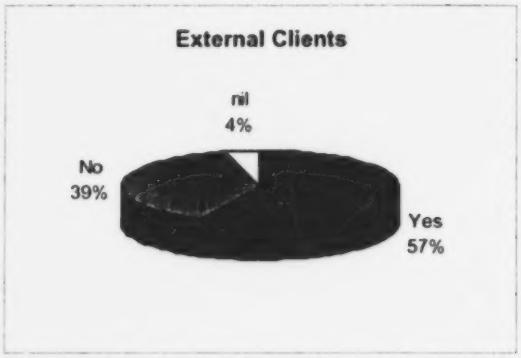
Other comments and suggestions related to:

- requests that the publications be updated yearly
- having the information at the provincial level being seen to be beneficial, but the importance that national and provincial editions not contradict each other (unless supported by explanations) was stressed
- the importance of getting this product into schools, colleges and libraries was stressed

3. **Job Bank**: Information system available for job seekers in career centres and other locations such as shopping malls, which allow anyone to **search for specific job openings** locally or nationally.

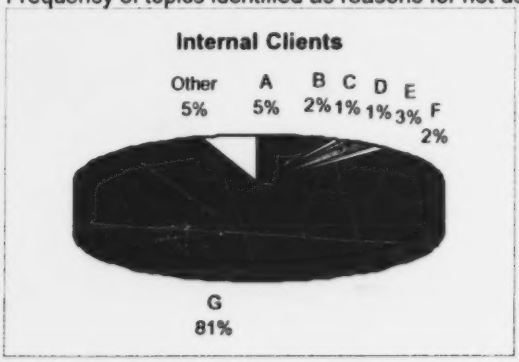
Clients were asked whether they use this information product. Responses are indicated below: *(Note: "nil" refers to no response given)*

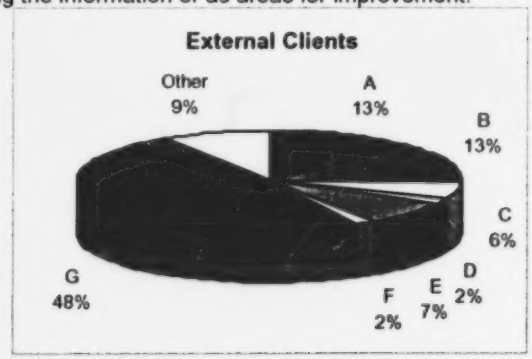




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **3.1** External Clients: **2.9**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

The above reasons were provided by **47%** of the internal respondents and **35%** of the external respondents.

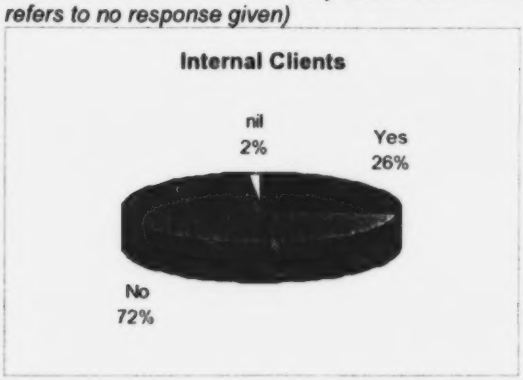
Other comments and suggestions related to:

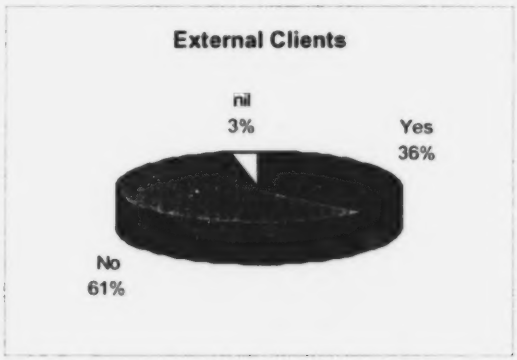
- the product concept being generally well-received but recognition that the database currently represents only a small proportion of the job market
- difficulties in accessing the product both by Internet and with kiosks often requiring maintenance
- the technology being perceived as outdated; difficulties in navigating the product, moving between screens, navigating the job classifications and conducting searches for particular geographic areas and communities

- problems with the database not being updated frequently enough; old orders appearing and some missing

4. **Electronic Labour Exchange**: An Internet site which allows **employers and workers** to describe their requirements and qualifications and **match** them.

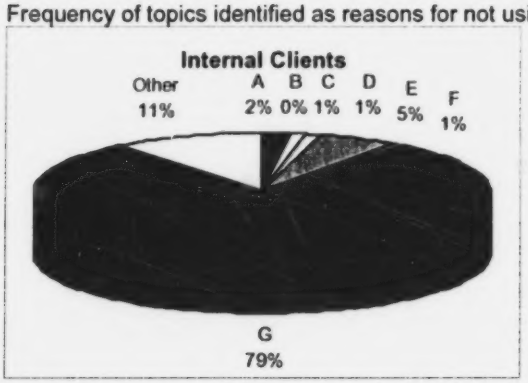
Clients were asked whether they use this information product. Responses are indicated below: *(Note: "nil" refers to no response given)*

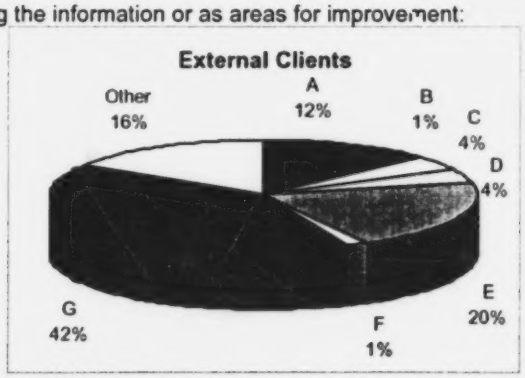




Clients who used this type of information assigned an average rating on a scale of 1 to 4, of:
Internal Clients: **3.4** External Clients: **2.5**
where 1 indicated the client was very dissatisfied and 4 indicated the client was very satisfied.

Frequency of topics identified as reasons for not using the information or as areas for improvement:





Using the following legend:

A	Delivery format not suitable	E	Did not know the information was available
B	Information not up-to-date	F	Do not consider the information reliable
C	Not enough details	G	Not applicable to needs
D	Not easy to understand		Other

The above reasons were provided by **67%** of the internal respondents and **52%** of the external respondents.

Other comments and suggestions related to:

- the product being well-received by clients who have access to Internet
- the need to reach a broader audience; both employer and client populations
- requests for training on how to use the product so that service providers and staff will be more comfortable directing clients to the product
- possible improvements such as: search criteria by the first 3 postal code digits in order to access local listings, and providing statistics on usage

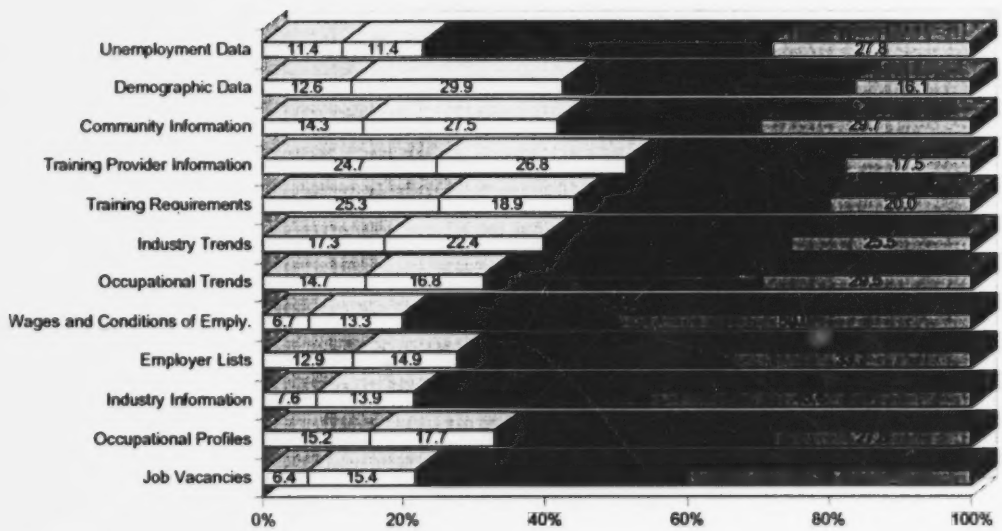
Other useful labour market information / labour exchange products or services not listed in the survey which clients said they had received from HRDC included:

- Worksearch
- Canada WorkInfoNet
- Jobline recordings
- Job Opportunity Surveys
- Monthly Employment Opportunity Reports
- Discover Program
- Career Handbook Choices
- Local Labour Market Bulletins/Reviews
- Direct Service Provided by the Labour Market Information Analysts

Section Three: Accessibility of Information

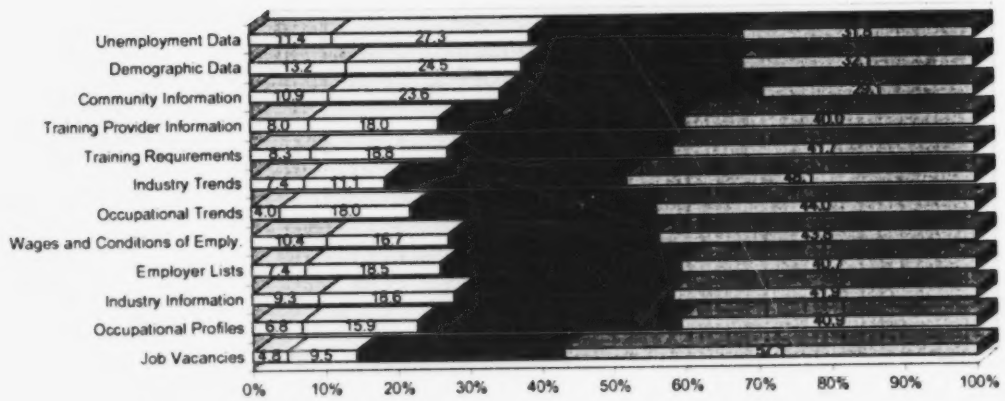
Clients were asked to rank the importance of getting access to a list of information items which they currently did not have access to.

Internal Clients



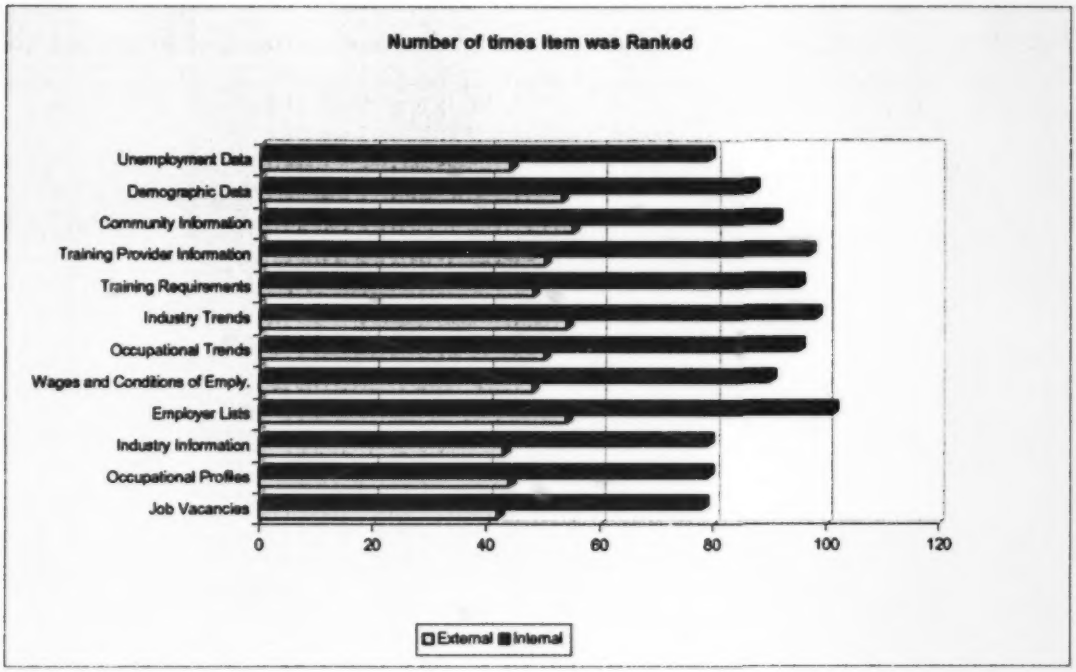
Using the following legend:

External Clients



Using the following legend:

- Not important
- Slight Importance
- Important
- Absolutely Essential



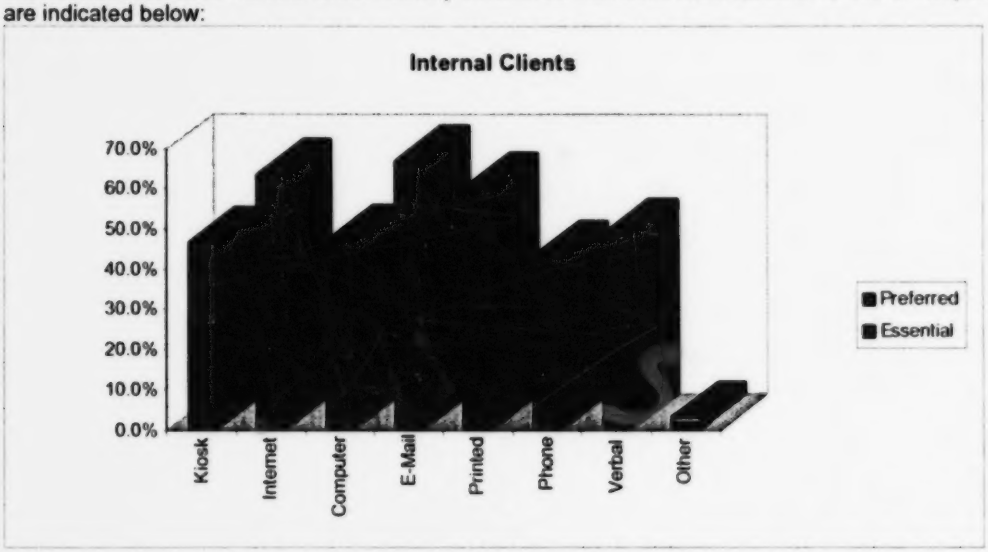
As indicated above, information items were ranked by 20% of external clients and 37% of internal clients responding to the questionaire. It should be noted however that in some instances respondents ranked items which, by the nature of their responses to previous questions, did in fact have access to.

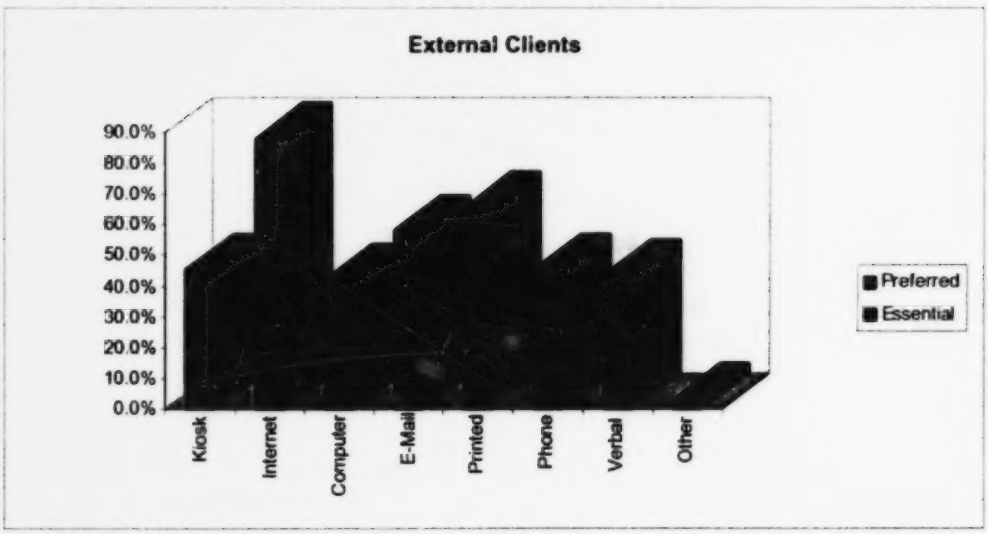
Other comments and suggestions:

- none

Section Four: Delivery Format

Clients were asked to indicate which delivery formats for LMI were most suitable for them. Responses are indicated below:





Other delivery formats mentioned included:

- Electronic applications with on-line search mechanisms built in and print capabilities
- Alternate forms i.e. Braille, and audio-cassettes
- Information sessions for job searchers
- Fax back service

Section Five: Official Languages

Clients were asked whether they have access to the LMI products and services in their preferred official language. Responses are indicated below: *(Note: "nil" refers to no response given)*

Other comments provided included:

- references to locally produced LMI not always being available in both official languages.

Section Six: Survey Respondents' General Information

Number of respondents per region

Region	Internal	External	Total
BC/Yukon	42	11	53
Alta/NWT	9	12	21
Sask.	14	8	22
Mtba.	5	11	16
Ont.	51	21	72
Que.	47	18	65
NB	21	12	33
PEI	5	8	13
NS	10	8	18
NFLD	35	12	47
Not Identified	4	3	7
National	243	124	367

Job Groups of Internal clients represented

Region	Insurance Related	Employment Related	Planning Related	Not Identified	Total
BC/Yukon	20	11	6	5	42
Alta/NWT	5	0	1	3	9
Sask.	3	8	0	3	14
Mtba.	0	2	2	1	5
Ont.	31	9	6	5	51
Que.	22	5	10	10	47
NB	8	8	2	3	21
PEI	1	4	0	0	5
NS	3	5	0	2	10
NFLD	8	14	2	11	35
Not Identified	0	2	0	2	4
National	101	68	29	45	243

External clients represented

Region	Student Counselor	Prov. Employment Counselor	Employment Service Agency or HRDC Partner	Community Planning Group	Fed. or Prov. Dept./ Agency	Not Identified	Total
BC/Yukon	0	1	2	7	0	1	11
Alta/NWT	0	5	2	0	4	1	12
Sask.	2	0	2	2	2	0	8
Mtba.	0	3	5	1	2	0	11
Ont.	1	2	14	2	2	0	21
Que.	2	4	9	1	2	0	18
NB	4	0	3	1	3	1	12
PEI	3	1	3	0	1	0	8
NS	0	1	3	1	1	2	8
NFLD	1	0	5	2	4	0	12
Not Ident.	0	0	0	0	0	0	3
National	13	17	48	17	21	8	124

Activities requiring LMI represented by respondents (double counting possible)

Region	Job Search	Career Planning	Hiring	Community Planning	Program Planning	Other
BC/Yukon	29	25	21	16	31	16
Alta/NWT	14	10	6	3	12	3
Sask.	12	12	4	6	11	3
Mtba.	9	8	1	5	8	1
Ont.	36	22	22	13	48	23
Que.	30	16	8	9	41	13
NB	11	11	4	8	22	11
PEI	11	10	2	2	6	1
NS	7	5	4	8	13	6
NFLD	25	21	13	8	25	8
National	184	141	85	80	222	85

Age of job seekers as represented by respondents involved in direct service delivery

Region	<18	18-24	25-34	35-50	50+	All Ages
BC/Yukon	0	4	8	5	1	14
Alta/NWT	1	3	7	3	2	6
Sask.	1	3	5	1	0	8
Mtba.	0	2	4	1	0	8
Ont.	1	4	4	6	2	27
Que.	1	11	13	12	1	11
NB	2	7	8	6	3	6
PEI	2	3	4	1	0	3
NS	0	3	3	5	0	3
NFLD	1	3	3	1	1	21
National	9	44	59	41	10	108

Highest level of education of job seekers as represented by respondents involved in direct service delivery

Region	<gr.10	High School	College	University	All Levels
BC/Yukon	1	9	3	0	11
Alta/NWT	1	3	0	1	4
Sask.	2	10	0	1	5
Mtba.	5	2	0	1	7
Ont.	5	12	2	0	18
Que.	3	18	7	2	10
NB	0	10	4	2	7
PEI	2	4	0	0	4
NS	2	3	0	0	4
NFLD	1	7	2	1	14
National	22	83	18	8	84

Section Four

Focus Testing of HRDC's Local Labour Market Information

Report to: Human Resources Development Canada

August 1998

COMPAS Inc.
Multi-Audience Research
Ottawa and Toronto

Contents

Executive Summary i

Introduction 1

Awareness and Usage of HRDC LMI 3

Reaction to LMI Products 10

Information Delivery and Communications Issues 32

Appendices

- A copy of the screening questionnaires used to recruit participants;
- A hard copy of the website pages shown to participants (English);
- Copies of the LMI products that were tested (English); and
- Copies of the moderator's guides used to direct the group discussions.

Executive Summary

- Human Resources Development Canada (HRDC) commissioned COMPAS to conduct a series of focus groups to explore issues related to the department's efforts to provide labour market information (LMI) to Canadians. The study consisted of 12 focus groups, conducted in July 1998, in six cities: Halifax, Trois Rivières (French), Montreal (French), Toronto, Red Deer and Vancouver. Six groups were held with people looking for work (job seekers), four with employer representatives, and two with service providers.

- This research was qualitative in nature, not quantitative. As such, the results provide an indication of participants' views about the issues explored, but cannot be generalized to the full population of job seekers, employers or service providers.

- Relatively few people were aware that LMI is available from HRDC. This was true for job seekers and employers, but not service providers where awareness was high. It is worth noting that the job seekers groups were pre-screened to ensure that at least half of the people in each group had used HRDC services within the past six months. As such, one would expect these people to exhibit higher levels of awareness of HRDC LMI compared to others. In addition, service provider participants were selected from HRDC contact lists.

- Not only are relatively few people aware of the existence of HRDC LMI (excluding service providers), most of those who claim awareness can identify very few types, if any. Typically, people were able to identify only one or two types of LMI provided by HRDC, while some could identify nothing at all except in very general terms.

- Few people have used LMI produced by HRDC (except service providers): 6 of 47 job seekers, 5 of 24 employers, and 9 of 12 service providers. Most of those who have used HRDC LMI were generally satisfied with it. However, a concern that was frequently identified was that the LMI was quite often out-dated. This was seen to significantly reduce its usefulness.

- Participants who have not used HRDC LMI were asked to identify the main reasons why not. Two reasons stand out, both cited with significant frequency, followed by a third factor identified with some frequency:
  - ⇒ *Lack of awareness*: Many people (particularly job seekers and employers) said they did not know that this type of information existed or that it was available from HRDC. Some also said they did not know how to use it.
  - ⇒ *Lack of need/interest*: Many said they have no need for LMI. Job seekers often focus almost exclusively on job listings to help them find work, and have little interest in anything else. Employers were mainly interested in assistance that provides direct support to their recruitment efforts.
  - ⇒ *Inability to act on the information*: Some people noted that current responsibilities (e.g. looking after children, earning a living) or a lack of money severely limits their ability to act on the information and make a career change.

- Aside from service providers and those who have recently used HRDC LMI, most people said they would not think of going to HRDC for this type of information. Indeed, virtually no other job seekers or employers would consider going to the department for LMI. Most pointed to a lack of awareness to explain why.

- There was considerable confusion on the part of job seekers and employers as to exactly what constitutes labour market information. People repeatedly returned to other types of information in the group discussions (particularly job listings), even after LMI had been defined for them and after being shown examples of LMI.

- Before they provided feedback on specific HRDC LMI products, participants were asked to identify the kind of information that would be most useful to them. In some groups, people were quick to identify various types of information they would value. In others, however, people had difficulty identifying information that would be useful. This appeared to be most true of employer representatives. It is also noteworthy that many who were able to identify types of LMI that would be useful to them are not now using that kind of information. This suggests that the information is of secondary importance to them.

- Participants were asked to review a set of HRDC LMI sample products that best represent the anticipated future direction of such products. The products that were tested were local or community-based LMI. Presented below is the feedback received when the sample products were reviewed.

Occupational Profiles

- The occupational profiles were well received by most people across all client groups. A large majority reacted positively to the product. People found them to be well organized, informative, relatively comprehensive, and to contain a lot of useful information. Many job seekers said they would use such profiles to help plan their career or seek employment. Employer representatives were somewhat less likely to express a need for the profiles. For some, their head offices provide detailed job descriptions and employment conditions for all jobs. Others noted that the information is too basic or generic to be useful.

- When asked to identify the information that was most useful or valuable to them, participants tended to list most of the key elements of the document. No one or two elements stood out as being particularly valuable. It is the comprehensiveness and broad scope of the product that was often seen to be its main strength. However, despite the relatively widespread view that the profiles are quite comprehensive, many suggestions were offered on information that could be added to make them more useful.

- Virtually everyone found the profiles to be easy to read and understand (this applied to all the products tested), although a number of areas of confusion were identified. As well, most reacted positively to the format and design of the profiles. Numerous suggestions were offered regarding the format and content.

Community Profiles

- The community profiles received a mixed reaction. While some found the documents to be useful, many others did not and were decidedly negative. And even those who reacted positively tended to view them as documents of secondary importance. Most people thought this product was useful only for job seekers thinking of moving to another city. Moreover, many believe that the profiles duplicate what is produced by other organizations, such as local chambers of commerce. Some questioned whether this was LMI. That said, people judged the profiles to be useful for people thinking of moving to another city, for new arrivals to the area, or for out-of-country visitors or potential immigrants.

- While most employers did not find the profiles to be valuable, some felt they might be useful to help guide business/investment decisions, or for use when recruiting people from other cities or transferring people to other cities. However, it was noted that the information in the profiles was not objective. This was seen to reduce their usefulness in terms of guiding important decisions.

- When asked to identify the information in the profiles that was most useful to them, participants most often cited information about education, health care, and housing. The main strength of the profiles, however, appears to be the comprehensive overview they provide of the community. Nevertheless, many criticized the profiles in terms of the amount of detail provided in the different sections (e.g. the real estate and education sections were seen to contain very incomplete information).

Industrial Profiles

This product was tested with employers and job seekers, but not service providers.

- There was very limited interest in the industrial profiles. Most participants did not think this type of information would be useful to them. They either felt they did not need it or thought better information was available elsewhere. Most job seekers found little of interest in terms of their job search or career orientation. The profiles were often seen to be distant from the preoccupations of individuals and to be geared more towards business usage. Many employers said they do not have a need for this type of information. Moreover, many felt that superior information is available from other sources, such as their business/trade association. Employers judged the profiles to be of little use in managing human resources. A few people thought the profiles might be useful for identifying investment opportunities or helping with expansion/diversification planning.

- Both job seekers and employers were sometimes critical of the quality of the industry assessments, characterizing them as overly basic, and providing information that was readily available from newspapers and other sources. A few also questioned the accuracy of the information, assumptions or predictions in the profiles.

Labour Market Review

This product was tested with employers and service providers, but not with job seekers.

- The Labour Market Review received a mixed reaction. Service providers tended to view the product as useful. Employers were mixed. Some felt the document was well designed and useful. Others said they have no need for it, and felt it adds little to what is available in newspapers and similar sources. Participants who reacted positively saw the product as informative and interesting, providing a comprehensive overview of the local region, and presenting specific information on a range of labour market issues. It was also seen to be relevant and current.

Other Observations

- Overall, people were divided about the importance of LMI to them. Service providers were unanimous in viewing LMI as useful and important. Most employers viewed LMI as somewhere between moderately important to unimportant (few said very useful). For most, LMI was clearly in the nice-to-know category, not need-to-know information. As well, many felt this information is readily available elsewhere. Job seekers were largely divided. While more than half appeared to view LMI as important, many of these felt that this information was moderately, not very important – more of secondary rather than primary importance. A few felt that LMI is becoming more important, based on a belief that there will be more career transitions in future.

- HRDC's LMI Internet website was shown to participants using a large monitor. There was widespread interest in and support for the Internet as a means to deliver LMI to clients. Participants were virtually unanimous in viewing this medium as an effective way to provide LMI. People were easily able to identify many advantages associated with it. It was often stressed, however, that HRDC needs to continue to make LMI available in other formats, not just through the Internet, for people unable to access the information in this way.

- Virtually all participants indicated an interest in and willingness to use the website to access LMI. However, this expression of interest should be seen as support for (and comfort with) the Internet as a delivery method for this type of information, rather than as an expression of interest in the LMI content of the site.
- A number of barriers were identified that might prevent people from using the site or using it well: a lack of awareness of the website, including its address, lack of access to a computer, lack of computer skills, fear/intimidation, and a lack of time or need.

Conclusions

One of the main conclusions to be drawn from this research is that there is little demand for labour market information at present among employers and people looking for work (or considering a job change). Job seekers tend to have a relatively narrow perspective about the type of information they need to help them find a job. Moreover, most do not have a need to select a new career (even those looking for work), so have no need for information that would help them do this. As noted, the main preoccupation of employers in this area is for assistance that would support their recruitment efforts; they see little need for much else in the area of LMI. In both cases, most people have only a vague awareness and understanding of the type of LMI that is available, and lack understanding about how it might help them. Few look for LMI, few use it.

Clearly, awareness is a key issue. Improving LMI products is of little use if people are not aware of what is available, or how it will benefit them. Improved communications to increase awareness is not a side concern, but rather a key requirement.

As we found with the study on the department's information services strategy, HRDC needs to recognize that clients' perceptions of their information needs are often significantly more narrow than the department's perspective on the matter. If HRDC wants more people to use LMI, there is a need for the department to provide *education*, not just increased awareness – education about what is available, and particularly about how the information can be useful to them. Otherwise, many clients (or potential clients) will simply not know what information to look for, let alone where to obtain it. This is true even of people who have recently used an HRCC, most of whom were not informed by staff about the LMI that is available to help them find work or plan their career. This also suggests the need for HRDC to review staff training and procedures with clients who are potential LMI users

Other communications-related issues include:

- ⇒ Increasing numbers of job seekers will no longer go to HRDC offices as a result of a variety of factors (e.g. third party delivery, etc.). This suggests the need for greater reliance on partners to talk about and deliver HRDC LMI. That is, to go where the people are, because they will not seek out HRDC. This is also true of employers; and
- ⇒ Job seekers that are most at risk (i.e. less education, training, literacy) appear to be the ones least likely to use LMI. These people are more likely to have a narrow view of the type of information that would help them find work or plan a career – typically, job listings only. However, this group may also be most in need to rethink their career or work future. This speaks to the need for efforts to target this group, which might most effectively be done through community partners.

With respect to the LMI products that were tested, the occupational profiles were the only ones that generated high levels of interest and support. After this, interest drops off considerably – to the point where many question the value of, and HRDC's role in producing, each of the other products. There was little recognized need for the industrial profiles, which many viewed as overly elementary or basic. There was also little need for the community profiles, which many saw as duplicating the efforts of others and to be of value mainly to people thinking of relocating. Moreover, increased resources are needed to make the profiles more useful by filling in the many holes that were identified. Similarly, the labour market review also generated mixed reaction.

Clearly, HRDC needs to weigh the level of resources devoted to the production of these products against the limited demand for and interest in them (excluding the occupational profiles). It was apparent that employers in particular often see little of value to them in this type of information.

As well, we offer the following observations for HRDC's consideration:

- ⇒ On many occasions, participants suggested that HRDC work in partnership with other stakeholders to produce the products (e.g. business/trade associations, local development organizations, service providers, etc.). This was seen to be both cost-effective, and to result in superior information;
- ⇒ Related to the above, minimize duplication with other organizations, including Statistics Canada;
- ⇒ Recognize that not all job seekers or employers need LMI. Some people simply have no need for this type of information for a range of reasons (e.g. careers are set, no opportunity for further education, straightforward recruitment requirements, etc.);

- ⇒ With respect to the production of LMI products, ensuring that the information is up-to-date is one of the most important requirements. As well, greater clarity and precision in labelling and more use of

graphical elements (bullets, graphs, etc.) is needed, as is the rounding out of the information through filling in some of the holes identified by participants;

⇒ Much of the information in the occupational profiles could be produced nationally (e.g. related job titles, duties, etc.). This may be true to a lesser degree about the industrial profiles (e.g. main description of industry). As such, it would appear to be cost-effective to have core information produced by NHQ, and other sections generated locally; and

⇒ Should HRDC continue to produce community profiles, this information should be accessible through the department's ***Mobile Workers Website***.

Introduction

Human Resources Development Canada (HRDC) commissioned COMPAS to conduct a series of focus groups to explore issues related to the department's efforts to provide labour market information (LMI) to Canadians.

Specifically, the research was designed to:

- Explore awareness and usage of HRDC LMI;
- Determine participants' information needs in the area of labour market information;
- Assess reaction to four LMI prototype products: occupational profiles, community profiles, industrial profiles, and the labour market review;
- Investigate the use of the Internet to deliver LMI; and
- Explore related product delivery and communications issues.

The study consisted of 12 focus groups in six cities. In total, six groups were held with job seekers, four with employer representatives, and two with employment service providers. The following specifications applied to this project:

- Six groups were conducted with job seekers. This included:
  - ⇒ People who are unemployed and looking for work (approximately 8 per group);
  - ⇒ People who are working but consider their job to be insecure (between 2-3);
  - ⇒ People who have used HRDC services in the past six months (minimum of 6);
  - ⇒ People aged 18-50 (with approximately half 18-30, and a mix of ages from 31-50);
  - ⇒ Youth who are currently students (between 2-3);
  - ⇒ A mix of participants according to their comfort level and ability to use computers;
  - ⇒ In Red Deer and Trois Rivières, we recruited half of the participants from the surrounding rural area; and
  - ⇒ We recruited 12 people per group for 8-10 to show;

- Four groups were conducted with employer participants. This included:
  - ⇒ Firms between 10 and 300 employees in size, with approximately half of the participants drawn from firms under 100, and half over 100;
  - ⇒ Mix of sectors;
  - ⇒ Participants who are HR/Human Resource managers or business owners/presidents; and
  - ⇒ We recruited 10 people per group for 7-8 to show.
- Two groups were conducted with employment service providers:
  - ⇒ Recruitment was done by COMPAS using lists provided by HRDC;
  - ⇒ We recruited 10 for 7-8 to show.
- Participants were paid cash incentives as follows: $75 for Toronto employers; $60 for other employers, employment service providers, and job seekers in Toronto and Vancouver; and $50 for other job seekers; and
- Sponsorship of study was revealed (i.e. HRDC).

The groups were allocated as follows:

	Halifax	**Trois Rivières**	**Montreal**	**Toronto**	**Red Deer**	**Vancouver**
6:00	Employers	Employers	Service Providers	Employers	Employers	Service Providers
8:00	Job Seekers	Job Seekers	Job Seekers	Job Seekers	Job Seekers	Job Seekers

The moderator's guide was modified to accommodate the various client groups. The principal investigator for this study was Stephen Kiar, senior partner of COMPAS. Stephen also moderated the English language groups (except in Halifax) and wrote the final report. The French moderator was Paul Geoffrion, who also moderated the Halifax groups.

Participants' comments are provided in italics or quotation marks and are either actual verbatim comments or have been paraphrased to reflect the intent of the remark. On occasion, when specific comments or ideas were put forward by only one type of client group and are related to the experience of that group (e.g. service provider, job seeker, etc.), this is identified in brackets following the relevant reference or quotation. For editorial purposes, the acronym LMI will be used interchangeably with the term 'labour market information'.

This research was qualitative in nature, not quantitative. As such, the results provide an indication of participants' views about the issues explored, but cannot be generalized to the full population of job seekers, employers or service providers.

Appended to this report are the following:

- A copy of the screening questionnaires used to recruit participants;
- A hard copy of the website pages shown to participants (English);
- Copies of the LMI products that were tested (English); and
- Copies of the moderator's guides used to direct the group discussions.

Awareness and Usage of HRDC LMI

Limited Awareness of HRDC LMI, Except Among Service Providers

Relatively few people were aware that labour market information is available from HRDC (after being read a brief description of what LMI is). This was true for both job seekers and employers. However, awareness among service providers was high.

The table below presents a quantitative count of participants in terms of their awareness of HRDC LMI:

Awareness of HRDC LMI			
	Job Seekers	Employers	Service Providers
Aware of HRDC LMI	10	7	10
Not aware	37	17	2

These numbers should be considered approximate rather than exact because there was considerable confusion as to what LMI is (see below). For instance, some people claimed awareness of HRDC LMI; however, upon probing it became evident that they were really only aware of HRDC's job listings. As such, the hand count provided by participants has been modified to take into consideration the subsequent discussion to try to provide a more accurate reading of the level of awareness.

As well, caution should be exercised when interpreting this data. While it has been expressed in quantitative form, the research study was qualitative in nature. As such, the results provide a general indication of awareness of HRDC LMI, but cannot be generalized to the full population of job seekers, employers and service providers. This same caveat applies to the data in the table on page six.

In the case of job seekers, it is important to note that at least half of the participants in each group had used HRDC services within the past six months. As such, one would expect that these people would exhibit higher levels of awareness of HRDC LMI compared to job seekers who have not been in contact with the department. Even here, however, awareness is clearly quite low.

Many who Claimed Awareness Were Unable to Identify Types of HRDC LMI

Participants who said they knew that labour market information is available from HRDC were asked to identify the kinds of LMI that are provided by the department. Once again, aside from service providers, knowledge tended to be limited. Typically, people who said they were aware of HRDC-produced LMI were able to identify only one or two types, while some could identify nothing except in very general terms ("Its statistics-oriented mostly").

Participant feedback in this area underscores the finding that most people have very limited knowledge of HRDC LMI. Not only are relatively few aware of the existence of HRDC LMI (excluding service providers), most of those who claim awareness can identify very few types of information, if any.

Service providers, on the other hand, were often easily able to identify various types of LMI, some even by name. This was especially true of Vancouver participants, less so in Montreal. However, there was some confusion about what products are produced federally versus provincially, and about what is produced locally versus by HRDC's head office.

The types of LMI that were identified as coming from HRDC included:

- Occupational profiles, although rarely cited by name. References included job conditions, education required, gender breakdowns, and the number of experienced people available in a trade/occupation with the number of vacancies;
- Employment trends/outlook (i.e. new opportunities, declining sectors). This includes analysis of the types of jobs in demand in order to direct training;
- Various statistics/studies, such as wage levels, positions in industries, or the length of time it takes people to find work after leaving school; and
- Lists of schools offering various types of training, such as apprenticeship courses (cited by one employer).

Additional types of HRDC LMI identified by service providers only included:

- Labour market reviews, although not by name. Awareness was high in Vancouver. In Montreal, some knew of this kind of information but did not know that HRDC produces such a product;
- Employment Insurance statistics, such as claimants by occupation (including number employed in the occupation);
- Lists of potential employers (also with the number of employers);
- NOC information; and
- *Work Futures* (cited in Vancouver).

Little Usage of HRDC LMI, Except Service Providers

Not surprisingly given the low level of awareness of HRDC LMI, relatively few participants said they have ever used labour market information provided by the department. The table below presents a count of the people who indicated that they have used HRDC LMI:

Usage of HRDC LMI			
	Job Seekers	Employers	Service Providers
Have used HRDC LMI	6	5	9
Have not used	41	19	3

The products used tend to mirror the items that were previously identified as coming from HRDC. As such, they will not be repeated here. Once again, however, many users (job seekers in particular, but also service providers) identified HRDC job listings (i.e. they cited non-LMI information).

While Vancouver service providers appeared to make significant use of HRDC information, this was not the case in Montreal where there appears to be relatively little usage of HRDC data. In Montreal, service providers indicated that they have little knowledge of the spectrum of LMI products available from HRDC. Most use data provided by SQDM (Société québécoise de la main-d'oeuvre) or Emploi Québec. These sources were perceived to be a lot more focused on the Quebec market. A few said they also use Statistics Canada data occasionally

Users Generally Satisfied with HRDC LMI, Main Concern Focused on Out-Dated Information

Most people who have used HRDC labour market information were generally satisfied with it. For the most part, people found the information to be helpful. It is important to keep in mind, however, that relatively few participants (excluding service providers) have used HRDC LMI, and most of these used very little of it. As such, the feedback offered in terms of evaluating existing LMI products was extremely limited.

Despite the fact that people were generally satisfied with the LMI they used, a number of concerns were expressed, the most important of which was that the LMI often used out-dated information. This criticism was frequently articulated, including by service providers (who tended to view locally-produced information as more current than national data). This was seen to significantly reduce the usefulness of the information. Other concerns included:

- Problems accessing an HRCC computer or having enough time on it to do what was needed (job seeker);
- The inability to take some LMI products out of the HRCC for use at home ("It was fairly useful, but I couldn't take the information out"); and
- A lack of detail, including identification of current vacancies ("There's not enough detail. It is general information mostly").

The small number of job seekers who used HRDC LMI said it helped them plan their careers ("It helps me figure out what job to do"; "It was useful. It gave me an indication of what was going on in my trade – printing"). As such, the LMI was seen to affect their decisions (e.g. whether or not to return to school, and for what).

The small number of employers who used HRDC LMI tended to use the information to support recruitment. For instance, one received a list of schools that offered courses in a specific trade and then called the schools to obtain the names of good students who might be available for employment. Another employer used the information to help with HR planning in a certain trade (sheet metal).

Other than service providers, participants did not identify any types of LMI which they felt were missing. That is, no one pointed to other types of information that they needed which was not available. Service providers identified the following: more self-employment information (e.g. by industry), unionization data, educational outcomes ("Are learners getting what they need to do the jobs?"), industries in decline (not occupations), and identification of transferable skills (e.g. from one job/industry in decline to other jobs that need the same skill set).

A number of suggestions were offered by people who had used HRDC LMI to improve current departmental LMI products or services, including:

- Ensure that the information, and the data upon which it is based, is as up-to-date as possible;
- Increase awareness of LMI products. This could include identifying the types of LMI that are available in group sessions for new EI claimants and others, as well as how it can be used;
- Put as much LMI as possible on the Internet;
- Hire more staff to facilitate access to LMI;
- Put the information in binders to make it easier to photocopy (cited by a service provider who periodically wants to give this information to clients);
- Increase the use of 'plain language' to make it more accessible to all client groups, including people with lower levels of education;

- Develop products in a database format, and enable it to be updated and refreshed by other organizations, not just HRDC. The term used to describe this was 'distributed development', where the information would be 'co-authored' by various partners in the field (service provider);
- Send automatic notices, perhaps by e-mail, to all third parties to inform them about what is available (e.g. new products and where to get them) (service provider); and
- Provide more detailed occupational profiles, with detailed information about the skills required and the compensation ranges (service provider).

Most Users Access HRDC LMI Through the Internet, Publications

Participants who have used HRDC LMI were asked to identify the methods they used to obtain the information. Most said they used the Internet or printed materials/publications. Also cited with some frequency were phone calls and HRCC staff. Service providers often used multiple delivery methods, including group sessions. Other ways in which people obtained the LMI included universities (through career placement offices, cited by numerous students), clients and e-mail (the latter two cited by service providers).

Main Reasons Offered to Explain Non-Use of HRDC LMI – Lack of Awareness and Lack of Need

Participants who have not used HRDC LMI were asked to identify the main reasons why they have not used this information. In response, people pointed to a variety of factors. However, two reasons stand out, both cited with significant frequency, followed by a third reason identified with some frequency:

- *Lack of awareness*: Many people (mostly job seekers and employers) said they did not know that this type of information existed or that it was available from HRDC. Some also said they did not understand how the information could be used to their advantage. A related factor involves awareness issues associated with HRDC itself, where some people are not aware of, or know little about, the department (exacerbated by numerous name changes). Representative comments included:
  - *I don't know what's available, or where to look.*
  - *HRDC has not done a good job of communicating what services are available or what they encompass.*
  - *I'm not sure how to use the information to my advantage.*
  - *I don't know who HRDC is.*
  - *HRDC does so much. It's a huge department. It's hard to know where to go. It can be intimidating.*

- *Lack of need/interest*: Many participants (job seekers and employers) said they have no need for LMI. Job seekers often focus almost exclusively on job listings to help them find work, and have little interest in (and therefore need for) labour market information. As well, LMI was seen to be of particular value to people who are not already set in their occupation or career; many participants, however, already have an occupation or trade and are not interested in changing it. Employers were mainly interested in information or assistance that provides direct support to their recruitment efforts (with limited interest in anything else). As well, some felt that they already had a handle on local labour market conditions, while others noted that their

head office provides the data and specific job information they need. There was often no perceived need for general employment data. Comments included:

- *I already know what I want to do (job seeker).*
- *I'm not looking for different work. I have a career job (job seeker).*
- *I already knew what I had to do for the job I want (job seeker).*
- *I'm in the telecommunications industry, and plan to stay in it. I know what jobs are available so I don't need this (job seeker).*
- *I don't need it for my business (employer).*

- *Inability to act on the information*: This reason was also cited with some frequency. Some people noted that current responsibilities (e.g. looking after children, earning a living, etc.) or a lack of money severely limits their ability to act on the information and make a career change (which was generally seen to require more education). Comments included:
  - *I'm stuck in my job and am not looking at options. I have a family to feed.*
  - *You often need more schooling or education to change jobs. Many people do not have the money or time for this.*
  - *I have no time to plan a career.*

Other reasons offered to explain why people have not used HRDC labour market information included:

- Outdated information. A few people felt that the LMI was not current enough to be useful;
- Some people noted that they have used HRDC in the past, with limited success. As a result, they do not now think of HRDC when they need help ("The job listings were outdated"; "They used to pre-screen candidates for me, but did not do this well"). A few had difficulty in reaching HRDC staff or obtaining useful information from them;
- Other, better sources of information, such as the campus career office ("I think the information on campus is better, and more accessible. It's more than just statistics");
- A general expectation that there would not be any useful information that could be obtained from the department;
- Distance from the city. This was a concern for people living in the rural area outside of Red Deer; and
- Dislike of using HRCCs, due to the treatment previously received ("I don't like the treatment I get. The people can be monotone, condescending").

Most Would Not Think of Going to HRDC for LMI

Other than service providers and people who have recently used HRDC LMI products, most people said they would not think of going to HRDC for this type of information. Indeed, virtually no other job seekers or employers would consider going to the department for LMI. When asked to explain why, most pointed to a lack of awareness of what is available.

Many Other Organizations Cited as Potential Sources of LMI

Participants were asked to identify where else they might look for information about their local labour market, or about specific occupations or industries. In response, people identified a range of potential information sources, including:

- The Internet;
- Local newspapers (for job openings, trends);
- Provincial education and skills development offices;
- Libraries (municipal and university/college);
- Other employment centres, including private placement agencies;
- Personal contacts/networking;
- Statistics Canada;
- Potential employers;
- Industry newsletters/trade magazines;
- Trade associations/business groups; and
- Chambers of commerce.

Job seekers also cited teachers and school placement offices. One identified the *Top Employers* publication, which lists recruiters for a given sector as well as other related information. Employers also mentioned labour lawyers and Emploi Québec (Trois-Rivières). Service providers identified clients, regional/municipal reports (e.g. Greater Vancouver Region), unions, and various research firms (e.g. CLMPC, KPMG).

Considerable Confusion about LMI

As noted, there was considerable confusion on the part of job seekers and employers (not service providers) as to exactly what constitutes labour market information. People repeatedly returned to other types of information in the group discussions (particularly job listings by job seekers), even after LMI had been defined for them – sometimes on more than one occasion – and even after being shown examples of LMI. Numerous people appeared to struggle to understand exactly what was meant by labour market information, especially LMI beyond the type of information included in the occupational profiles (see below).

Reaction to LMI Products

Before they provided feedback on specific HRDC LMI prototype products, participants were asked to identify the kind of information that would be most useful to them in three areas:

1. The local labour market in their city;
2. Specific occupations; and
3. Specific industries.

In some groups, people were quick to identify various types of information they would value. This was most evident with service providers (but not only). In other groups, however, people had difficulty identifying information that would be useful to them. Sometimes, the question was met with prolonged silence as people struggled to identify information that they would need or value. This appeared to be most true of employer representatives.

It is also noteworthy that many participants who were readily able to identify types of LMI that would be useful to them are not now using that kind of information. That is, they could list information that would be helpful, but have not actually gone out and looked for that kind of information. This suggests that the information is of secondary importance to them.

Collectively, participants identified numerous types of information as being valuable to them. Not surprisingly, the information that was cited in relation to individual categories tended to overlap somewhat (for reporting purposes, information types have been placed in the appropriate category). There was also considerable overlap between the types of information cited by job seekers and service providers, but much less so between employers and the other groups. Employers tended to focus on information that could provide direct support to their recruitment efforts, or allow them to better understand the pay and benefits (and other working conditions) provided by other employers in their industry.

Presented below are the information needs articulated with respect to each of the LMI areas. The items are generally presented in the order of the frequency of their expression (i.e. the items cited with the most frequency are listed first).

Local labour market

The following types of information were seen to be most useful or valuable when the focus is on the local labour market in their city:

- Information about local job opportunities, such as vacancies, wages, hours, required qualifications, location of job, willingness of firm to train on the job, etc.;
- Identification of companies that are hiring or laying people off, particularly the former ("Who is hiring, and when and where?"; "What are the trends in the area? Which industries are in growth or decline?"). This includes new business openings and closings;
- The type of education and training that is available in the area (from full programs to short courses). This includes training programs available to employees to help them move up in the industry/occupation;
- Assessments of universities/colleges, including their career placement rate;
- General information about local industries;
- Industry-specific recruiters/headhunters;
- Local employers that have Employment Equity programs in place;
- Economic data on the region to help people converse more knowledgeably during a job interview;
- Cost-of-living data for various regions for use when people are considering a move;
- Local statistical information, such as employment by occupation in the region, occupations which have the most unemployment locally (service provider);
- Technology jobs *within* organizations (i.e. which ones need computer literacy?) (service provider);
- Wage rates in the local industry, with comparisons made between similar-size organizations (employer);
- Working conditions in the local industry, such as benefits, vacations, hours of work, etc. (employer);
- Recruitment support for employers. This includes a list of schools by the type of occupations they train to help employers find suitable candidates, or an inventory of people with specific skills ("Where can you get bodies willing to learn, able to do the job?"; "Where can I go to hire trained workers, for recommendations on students?") (employer);
- Demographics of area/customer base. This includes the outlook for the city, such as future developments ("To help project the future need for our services") (employer);
- Training programs specific to the disabled (employer);
- Information about where employers can go to obtain health benefits for their workers (employer); and
- Return-on-investment information about an industry locally (employer).

Despite this lengthy list, two questions appear to sum up the information needs of most job seekers: what jobs are available, and what qualifications are needed for them? Note that the focus is again on job listings, not the broader panoply of LMI. And, as noted, employers tended to want recruitment support and wage and working condition comparisons.

Focus on Specific Occupations

The following types of information were seen to be most useful or valuable when the focus is on a specific occupation:

- The skills, training, education and experience needed for an occupation. This includes any certification needed or links to apprenticeship programs ("What are the steps needed to get there?");
- Salary/wage information;
- Conditions of work: hours, benefits, environment, job security, stress, health and safety issues, etc. This includes the status of the job: seasonal, contract, part-time, or full-time;
- Trends for the occupation ("Is it going anywhere?");
- Top employers, companies that hire the occupation;
- Some form of evaluations of schools, including information to help employers better understand which schools offer *practical* education, what skills are acquired by students, and what people are able to do upon graduation ("Who is a cook, what is a cook? There is huge diversity in the colleges"; "How much knowledge do people have?"; "What have they learned through the course?") (employer);

- Government program information, particularly about the subsidies or financial support available for training employees. This includes monies available to the company or to individual employees. It also includes student subsides or related programs. It was noted that employers now get this information late or not at all (employer);
- Job structure and related pay scales, by years of experience, qualifications, duties performed, etc. Employers were looking for detailed breakdowns of wage levels ("Link the responsibilities to the pay levels") (employer);
- Duties/responsibilities. That is, what the job entails;
- Opportunities for advancement;
- Other related jobs in the field, including related job titles;
- Union/non-union situation;
- Unemployment rate for the occupation ("How many are now unemployed in the occupation?");
- Self-employment opportunities;
- Average age of people who work in the occupation;
- Information to help identify 'bad' employers;
- Is the work interesting?
- Where in the career ladder/path can people start?
- Major projects that use the occupation in the region ("Who is looking to hire, and how many people are needed? Where do you get application forms?") (service providers);
- The number of workers in an occupation who speak other languages, such as Cantonese (employer);
- Information on how education in other countries compares to that provided in Canada, so employers can evaluate foreign-born potential employees (employer); and
- Some form of evaluation checklist to help employers assess the knowledge and expertise of potential employees (employer).

Focus on Specific Industries

The following types of information were seen to be most useful or valuable with respect to specific industries:

- Trends in the industry, such as growth or decline over next 5-10 years, rate of growth, anticipated cutbacks, or the possibility of future redundancies due to technology. This includes trends at all levels: from regional to international ("What is happening globally in the industry? What are the trends or market forces, and how will they affect the local market?"). It also includes the evolution of economic sectors in terms of staffing requirements;
- The current employment situation in the industry (e.g. hiring, cutbacks, hiring freezes, employment rates, frequency of layoffs/turnover rate, jobs available in that industry in a specific region);
- Breakdown of occupations in the industry, types of jobs/positions;
- Education and training available that is relevant to the industry;
- Salary levels paid in the industry (employer);
- The largest firms in the sector;
- What is the industry like in the local area?
- Business/competitive profile of the industry;
- How do firms in the industry normally hire people (i.e. standard practices: post jobs? place ads in newspapers? use recruiters?);
- Self-employment opportunities;
- Status of government funding to the industry, where relevant;
- Unionization rates in industry;
- Gender breakdown in the industry;
- Health issues, injury rate;
- The latest, most modern software used in the industry;
- Information on companies that operate internationally (i.e. where they have an office/corporate presence), seen to be useful to students (service provider); and
- Information about the labour force in various cities, linked to the ability of a city to provide needed manpower for employers (employer).

Following the identification of specific types of labour market information that would be valuable to them, participants were asked to review a set of HRDC LMI sample products that best represent the anticipated future direction of such products. The products that were tested were local or community-based LMI. In total, four products were shown to participants (but not to each group – see below). As well, HRDC's LMI Internet website was also reviewed.

Presented below is the feedback received in relation to each of the products:

Occupational Profiles

This product was tested with all three client groups.

Highly Positive Reaction to Occupational Profiles

The occupational profiles were well received by most participants across all client groups. A large majority reacted positively to the product. People found the profiles to be well organized, informative, relatively comprehensive and complete, and to contain a lot of useful information. This was particularly true of job seekers and service providers.

Many job seekers said they would use the profiles to help plan their career or seek employment. Participants judged them to be useful:

- When trying to decide on a career or seeking a new career orientation;
- When deciding between two or three job possibilities;
- To assist in structuring a job search;
- To explore job possibilities that would not have been obvious;
- For orienting education/studies; and
- For writing a résumé, where the language used in the job descriptions could serve as a model.

Job seekers who felt the product would not be useful to them tended to point to a lack of need for such information (e.g. career is settled, no money for education, etc.). Service providers felt that the product was useful both for counsellors and job seekers.

Employer representatives were somewhat less likely than others to express a need for the profiles. For instance, most people in Trois-Rivières had little need for such a product. Their head offices provide detailed job descriptions and employment conditions for all jobs. Also, most in Toronto had little need for the product, noting that the information is too basic or generic to be useful, or that the wage ranges are too wide (and not linked to duties). Some employers felt that the product worked well for students and new labour force entrants, but not for businesses or individuals established in their careers. It was also noted that other documents are available that are more detailed or specific – the DACUM chart was cited as an example (which lists the skills needed to do a job).

The above comments notwithstanding, numerous employers found the profiles to be useful:

- For information about specific jobs, including employment conditions, trends and salaries;
- To help develop job descriptions for company positions;
- To use with employee handbooks.
- For insight about occupations that are difficult to fill. The profiles also point to similar occupation groups if people are not available in the desired occupation;
- To better understand who the competition is for a given occupation (in terms of recruitment);

- To help with hiring in locations that are less familiar to the employer;
- To learn how many experienced employable people are in the area (to determine whether there is a need to go outside the locality to hire);
- To help decide whether to expand operations, using the trend section ("It can help you decide whether to expand your business or not"); and
- To possibly recruit candidates from the competitors listed or through the training institutions.

The profiles were seen to be of greater value to smaller organizations without large human resources departments.

Most Sections Seen to be Valuable

When asked to identify the information that was most useful or valuable to them, participants tended to list most of the key elements of the document. No one or two elements stood out above the rest as being particularly valuable or relevant. Rather, it is the comprehensiveness and broad scope of the product that was often seen to be its main strength – most of the data was judged to be relevant and useful. That said, areas that were identified as being particularly useful included (in approximate order of the frequency of their expression):

- Potential employers;
- Salary/wage levels;
- Training programs;
- Professional association listings;
- Trends/outlook information;
- Employment requirements;
- Employment by industry;
- Job requirements/duties; and
- Related titles/occupations ("To know what else is available").

A number of items were identified as being 'least useful'. This included everything that used 1991 census data (judged to be too old to be useful), the *Vacancies* table, the *EI Claimants* table, and the *Employment Levels* table, including the gender breakdown (although the latter table was identified much less often than the other items). Employers noted that the list of potential employers was not useful to them.

Numerous Suggestions for Additional Information

Despite the relatively widespread perception that the profiles are quite comprehensive, many suggestions were offered on information that could be added to make them more useful to participants. Ideas included adding:

- Contact information for training facilities, professional associations, and potential employers (i.e. phone/fax numbers, addresses, Internet/e-mail addresses). This suggestion was frequently articulated;
- HRDC contact information to direct people who require further information (i.e. phone number, Internet/e-mail address, etc.);
- Information on the cost and length of training, as well as prerequisites for training;
- Information that would help readers evaluate training institutions, such as career placement reports or similar information;
- Information on any available subsidies (for employers and workers);
- The types of benefits normally provided for the position;
- More detailed wage information, linking pay levels to responsibilities/ qualifications/experience;
- The date of the last revision;
- The breakdown in employment between private and public sectors, and between full-time and part-time positions;
- Physical requirements of the occupation, perhaps using a 10-point scale;
- The personal qualities required for the occupation;
- The inconveniences/disadvantages of working in the occupation;
- Identification of employers who are willing to train workers;
- Add years of experience (not just ages) to the relevant tables, and show the impact of education levels on wages (service provider); and

- Add contextual information to the EI claimants table to help readers interpret the information, such as better/worse than before, out of how many in the area, or higher/lower than other occupations (service provider).

Profiles Seen to be Well Written, Although Some Areas of Confusion

Virtually everyone found the profiles to be easy to read and understand. They were generally seen to be well written and well organized. Nevertheless, a few areas of potential confusion were identified, including:

- The *Vacancies* table. This was incomprehensible to many. No one appeared to understand what was intended by this table. Some also questioned the utility of this type of information if the profiles are only updated annually;
- The *Labour Force* table that presents the number of employed and experienced workers. Many were unclear what this was intended to convey, how the terms were defined and to whom they apply;
- The term "significant occupations". There was uncertainty about what that meant – what made an occupation significant;
- The NOC codes, although most people simply ignored this information (i.e. it did not appear to get in the way);
- The HRDC versus HRCC acronyms ("Are they the same thing?");
- The terms listed under *Indicators*. A few people found these to be unclear and felt that more explanation was needed; and
- The list of potential employers. There was a little confusion about whether they have current openings or simply usually hire that occupational group.

Main Concern – Outdated Information

Some people expressed some concern about the validity of the data. This concern focused somewhat on the accuracy of the information, but primarily on its currency. Some of the data was seen to be significantly outdated, particularly the 1991 census information. This was seen to severely reduce the value of the information, and was viewed to be highly inappropriate by some people. It was noted that this kind of information should not be more than two years old.

A few other concerns were also expressed by small numbers, including:

- No definitions or explanations are provided for the many acronyms used;
- It was noted that the list of potential employers for mechanics was thin, with many companies missing; and
- The computer analyst profile was seen to be too general, with too many positions included in the one note ("Be more specific").

Most Not Aware of Occupational Profile-Type Products

Aside from service providers, most participants were not aware that this type of information was available, whether from HRDC or other organizations. Even fewer (only a handful) have used such products in the past. These people tended to be relatively satisfied with the products they used.

Largely Positive Reaction to Format, Many Suggestions for Improvement

Most participants reacted positively to the format and design of the profiles. People noted that the profiles were relatively concise, straightforward and well structured ("It's well organized. From what you need to know, to where to go"). That said, a few people thought the graphics and layout were not very good, and felt that the documents were not attractive or inviting, but rather boring and dry.

A number of format-related suggestions were offered. These included:

- Increase substantially the font used in the title to identify the specific occupation so that it stands out more clearly. Right now, it is easy to miss because it is much smaller than the *Occupational Profiles* title;
- Throughout the document, more clearly segment the text using titles, better use of spacing, indentations, bold and underline, bullets, etc.;
- Training Availability: A few people found this text to be particularly cluttered and hard to follow. The main suggestion was to organize this information in a more logical manner with more visible elements as suggested above;
- Use more graphs, pie charts, and other graphical elements to present some of the information to break up the text and visually enhance the product. This includes clip art to provide a picture of the occupation in the title area on the first page;
- Reformat the product using a two-column approach. This was seen to be more reader-friendly;
- Provide the list of potential employers at the very end of the document, not before items such as training or professional associations as is now the case;
- Put more dates on specific information (e.g. the *Vacancies* table);
- Provide an explanation of the abbreviations used, as in the associations section;
- In the tables, include a space between the words, figures and the column lines. Also, add commas to denote thousands (i.e. 1,000);
- In the *Employment by Age and Sex* table, visually separate the line *Avg. Employment Income* and add a dollar sign to the figures;
- Ensure that all table titles and figures are on the same page;
- Produce the profiles as double-sided documents (when distributed in print, not electronic form);
- Add colour;
- Consider using a smaller page size, as is used in many brochures; and
- Add page numbers.

Related Suggestions

In addition to the format/design suggestions, and the ideas for additional information, participants offered a range of other suggestions to improve the profiles. These included:

- Inform people about the existence of the profiles. This was repeatedly raised as a very important issue;
- Provide a list or index of all the profiles that have been produced so that people will know what is available;
- Provide the website address where LMI is available in electronic form;
- Use information that is as current as possible, and keep it up-to-date;
- Provide a glossary of the acronyms;
- Cut the 'potential employers' section for occupations that have too many (e.g. many hospitality sector jobs);
- Have all the data come from the same time period, or clearly indicate the date of the information every time new data is presented. With some of the data coming from the 1991 Census, there was some confusion about whether all the information was from this period;
- Have HRDC develop profiles in partnership with industry associations, companies and others. And let companies trigger the development of new profiles (e.g. job coaches);
- As noted, the occupational profile for computer analyst was seen to be too general. It was suggested that the profile be made more specific (e.g. qualifications linked to specific job types);
- For the *EI Claimants* table, provide more explanation, use percentages not absolute numbers, and provide this information for the province as well, not just the city;
- For the *Labour Force* tables, provide more explanation, use more recent data, put this information in graph form, consider using percentages as well as absolute numbers, and show this information over time; and
- Provide comparative information for other regions/provinces, or reference where this information can be obtained ("Are computer analysts more in demand elsewhere?").

Community Profiles

THIS PRODUCT WAS TESTED WITH ALL THREE CLIENT GROUPS.

Mixed Reaction to Community Profiles

The community profiles received a mixed reaction from participants. While some found the documents to be useful, many others did not and were decidedly negative. And even those who reacted positively to the profiles tended to view them as documents of secondary importance.

On the negative side, people felt that this type of product was useful only if job seekers were thinking of moving to another city. Moreover, many believe that the profiles duplicate what is produced by other organizations, such as local chambers of commerce or economic development offices. As such, they felt that HRDC should not produce this kind of product because it is available elsewhere (some people articulated this view very strongly). As well, many felt that this information did not appear relevant *as* LMI, a perspective reinforced by the absence of LMI information in the profile itself ("Where is the labour information? There's nothing on jobs, industries, unemployment"). Few people would think of obtaining this kind of document from HRDC.

On the positive side, people judged the community profiles to be useful for people thinking of moving to another city, for new arrivals to the area, for out-of-country visitors or potential immigrants, or for people considering a new retirement location. For these people, the profiles were seen to provide a good overview of a community and the resources available. As well, a few people thought the information would be useful to residents about their own community (for the phone numbers of local organizations).

While many employers did not find the profiles to be valuable, some felt they might be useful to help guide business/investment decisions, or for use when recruiting people from other cities or transferring people to other cities. That said, it was noted that the information in the profiles was not objective. This was seen to reduce their usefulness in terms of guiding important decisions.

Participants who thought that HRDC *should* produce the community profiles pointed to the convenience of one-stop shopping, and the value of consistency in presentation style and data. However, it was noted that HRDC should inform people of the existence of the documents, and ensure that there is no duplication of expenses in the production of these with other governmental bodies.

Representative comments about the community profiles included:

- *It's useful for people who want to relocate.*
- *They need more specific information, and facts to back up the statements.*
- *It's not HRDC's job to produce this type of information. They should focus on jobs, not this. You can get information like this from others.*
- *It's like something from the Chamber of Commerce.*
- *Why is HRDC doing this? They should get out of the business.*
- *I'm looking for the meat. Where is it?*

Section Entitled 'Community Overview' Seen to be Valuable

When asked to identify the information in the profiles that was most useful to them, participants most often cited information about education and schooling, health care, and housing. The main strength of the profiles, however, appears to be the comprehensive overview the documents provide of the community. That is, the broad-brush picture of the various aspects of community life.

That said, however, many participants criticized the profiles in terms of the amount of detail provided in the different sections. For instance, the real estate and education sections were seen to be appropriate for inclusion, but to contain very incomplete information. In short, the broad coverage of the profiles was valued, but the specific content within some of the sections was seen to be deficient. As well, many people identified additional information they would like to see included in the profiles (see below).

At other times, however, the profiles were criticized for providing too much detail. For instance, in the *Overview* section one sentence that was singled out was "Video store, coffee and donut shops, gas stations, and convenience stores are everywhere". This type of information was not seen to be useful.

Profiles Seen to be Well Written and Easy to Understand

As with the occupational profiles, almost everyone found this profile to be easy to read and understand. It was generally seen to be well written, with few areas of potential confusion identified. However, a number of concerns were expressed, including:

- Lack of labour market information. As noted, many people were looking for more employment and career-related information, particularly since this was coming from HRDC;
- Incomplete information. As noted, many felt that individual sections were often somewhat thin in terms of content ("What schools are they listing? This should be more complete"). As well, some questioned why some organizations or institutions were included in the document, and others were not ("Why is the School of Dance here? Did they pay for this?"; "How did they decide what organizations to include?"); and
- The text is judged by some people to be too promotional or "touristy". An example mentioned in a few French groups is ...*on peut souvent voir des montgolfières se détacher du ciel bleu*. People were often loooking for more objective information ("It doesn't tell you anything negative, what the city is lacking";"It's not objective, just promotional information";"It should read less like an advertising flyer and provide more in-depth information").

Many Suggestions for Additional Information, Including Local LMI

Many participants identified information that they would like to see added to the profiles to make them more useful. Suggestions included:

- Labour market information, such as the unemployment rate, major employers, main industries, business associations, types of jobs, etc. (or at least information on how to access local LMI);
- Other economic information, such as the consumer price index vs. other cities, cost of education, bankruptcy rate, taxation levels, etc.;

- Community resources available, including day care facilities, churches, services clubs (e.g. Lions Club), chamber of commerce, community development organization, etc.;
- Climate information, including mean temperatures and the allergy situation;
- Crime rate information;
- More detailed information on housing (e.g. price ranges, vacancy rates, taxes, utilities); The real estate section could also include information about rental space availability for starting a business;
- More information on schooling, including listing public schools not just private ones, and identifying schools that offer French immersion, and ones that can accommodate handicapped children;
- An 'area map' so that the city can be situated more easily in relation to other major urban centers;
- A city map so that people can better understand the organization and layout of the city;
- The availability and nature of public transportation;
- Sports and recreational facilities;
- Phone numbers and addresses of local HRCCs;
- Tourist attractions in the city and surrounding region;
- More use of statistics to "back up the claims" made in the profiles;
- More objective information, including some of the negative aspects of living in the city;
- The mentality or outlook of the people living there;
- The proportion of French/English in the city (Trois-Rivières); and
- Identification of reference sources for further information about the city.

Most Aware of Community Profile-Type Products

Most people were aware that this type of information is available, although almost no one knew it was available from HRDC. In fact, most would not instinctively seek out such information from the department ("I would go to the community for this type of information, not HRDC"). Primary sources that were identified for this type of information included:

- Municipal offices, economic development offices, local chambers of commerce, police departments;
- Business associations, local community groups, Welcome Wagon;
- Tourism offices and travel agencies; and
- The CAA.

Generally Positive Reaction to Format

Most participants reacted positively to the format and presentation. However, some did not, and felt that the document did not look inviting. Format-related suggestions included:

- Break up the bigger blocks of text, such as in the overview section to invite readership ("There are too many words, especially at the start. There should be more point form");
- More use of white space ("It's a bit crowded now");
- More design features, such as italics and bullets ("It's a bit boring now"); and
- The main title, *Labour Market Information*, generates some confusion as the document contains no such information. It was suggested that this title be reduced in size and the subsequent titles enlarged.

Related Suggestions

In addition to the ideas identified above, participants offered a range of other suggestions including:

- Put a date on the profiles;
- Update the information more often, not just yearly. Here, the focus was on the overview section;
- Provide address information, not just phone numbers, because users are likely to be out-of-town and may not want to call long distance;
- Provide the Internet address so people can obtain this information electronically (and the addresses of other related sites);
- Add the community logo and community pictures;
- Produce the profiles in partnership with local development authorities to facilitate production and reduce cost/duplication; and
- Some felt that the cultural activities section was not a priority. They suggested that this be placed towards the end of the document.

Industrial Profiles

This product was tested with employers and job seekers, but not service providers.

Little Interest in Industrial Profiles

There was very limited interest in the industrial profiles. Most participants, both employers and job seekers, did not think this type of information would be useful to them. They either felt they did not need it or thought better information was available elsewhere.

In general, most job seekers found little of interest to them in terms of their job search or career orientation. The profiles were often seen to be distant from the preoccupations of individuals and to be geared more towards business usage ("It would be good if you were thinking of opening a business, not if you're looking for a job"; "More useful to a business owner than someone looking for work"). In short, the information was not seen to be relevant to employment-related decision making (as a result of the above and because the information is not produced at the local level).

Nevertheless, a few people did identify some positive uses. For instance, it was noted that the profiles provide a good overview of an industry, including the ups and downs of the business cycles. This can help people who are thinking of changing their career. As well, the profiles can help give people a perspective on the economy in another province, including whether job prospects are positive (helpful if considering relocation). It is important to note, however, that these positive aspects were identified by relatively few job seekers.

As with job seekers, most employers did not find the profiles to be useful. Many felt that they do not have a need for this type of information. Moreover, many said that superior information is available from other sources, such as their business/trade association ("I get better stuff from my association"). Employers judged the profiles to be of little use in managing human resources. Some people, particularly in Toronto, strongly indicated that they did not think HRDC should produce this type of information ("It's not appropriate for HRDC").

A few employers thought the profiles might be useful for identifying investment opportunities or helping with expansion/diversification planning ("Great, if you are thinking of starting a business.

It can help tell you which way to branch out and grow, and what not to do"). It was also suggested that the profiles would be useful for career counsellors in schools.

Both job seekers and employers were sometimes critical of the quality of the industry assessments, characterizing them as overly basic, providing information that was readily available from newspapers and other sources ("It's so basic, it's almost offensive"; "It insults your intelligence"). An example given was the first sentence of the transportation industry profile. A few also questioned the accuracy of the information, assumptions or predictions in the profiles.

Representative comments about the industry profiles include:

- *There's good information here.*
- *Good background information. But you won't be able to find a job with this.*
- *It could have been much better done. Much of the information is very basic.*
- *I wouldn't sit down and read it.*
- *It might be useful if you were thinking of changing your career.*
- *It's 'nice-to-know' information, not 'need-to-know'.*
- *Why are they wasting taxpayers' money on this? It's good for grade three level.*

Profiles Seen to be Easy to Understand, But Too Wordy

As with the other profiles, most people said the document was easy to read and understand. However, many felt the profiles were too long; a few found them tedious to read ("It rambles on. They tell you the number of kilometres of paved highway. This is not useful"; "It goes on too long. Some of the information is useful, but much of it is not").

In terms of format, people tended to view the document as crowded due to its wordiness ("It's not user-friendly"; "They should condense it more. It's too hard to read"). As such, they were looking for changes that would lighten up the document and make it less ponderous. Suggestions included:

- Shorten the profiles;
- Highlight the name of the industry in the title (right now it is the third and last title in the set);
- Use more tables, charts, graphs, bullets and titles to break up the text and reduce the amount of reading required;
- Better use of titles. For instance, *The Cause... and the Effect* title was not seen to be informative enough about the subsequent content;
- Use colour; and
- Add a table of contents.

Most Aware of Industrial Profile-Type Products

Many people were aware that this type of information is available, although almost no one knew that it was available from HRDC.

Related Suggestions

The following types of information were suggested for inclusion in the profiles:

- More information about potential employers;
- More employment statistics – current and forecast;
- A clearer breakdown of the sectors in the industry and more detail (e.g. sectors in the retail industry, cost per kilometre comparisons for the transportation profile);
- Reference other information sources (i.e. magazines, books, web sites);
- Identify the skills required for jobs in the industry;
- List Workers Compensation Board rates for the industry (employer); and
- Offer how-to information for business start-ups (e.g. provincial sales tax requirements).

In addition, participants offered a range of other suggestions, including:

- Expand the employment trends section and reduce the rest;
- Provide contact information for the industry associations;
- Produce the profiles at the local rather than provincial level;
- Offer articles about the industry, not HRDC-produced profiles ("To get a variety of opinions");
- Insert some of the relevant information from the industry profiles into the occupational profiles, where possible (e.g. carpenter/construction notes);
- Add website addresses for firms, articles, and other relevant sites;
- Provide the information through the Internet; and
- Increase awareness of the profiles.

Some people noted that even if the industry profiles were improved along the lines suggested above, this would still not make them useful to them.

Labour Market Review

This product was tested with employers and service providers, but not with job seekers.

Mixed Reaction to Labour Market Review

The Labour Market Review received a mixed reaction. Service providers tended to view the product as useful. Employers, on the other hand, were mixed. Some felt that the document was well designed and useful. Others, however, said they have no need for it, and felt it adds little to what is available in newspapers and similar sources.

Participants who reacted positively to the product saw it as informative and interesting. It was seen to provide a comprehensive overview of the local region, and to present specific information on a range of labour market issues. It was also seen to be relevant and current. The product was judged to be useful for:

- Economic research purposes;
- Investment and general business strategy decisions ("It can help identify what products to concentrate on");
- Comparisons between regions ("It's good for expanding businesses. You can get a feel for other locations");
- Personal economic education;
- Students who want to move ("They can compare areas in terms of their industries and opportunities"); and
- Examples of firms hiring/laying off.

As noted, however, many employers did not find the document to be useful. Numerous people felt that much of the information is available elsewhere, either in newspapers or business publications. Some said they would prefer to use Statistics Canada information or economic studies from brokers. Some noted that they have no need for this type of information, or that it would not be helpful in terms of managing human resources. It was felt that there was some duplication with Emploi Québec information (Trois-Rivières).

Representative comments about the Labour Market Review include:

- *Very informative.*
- *It's loaded with information.*
- *It tells you if you are in a growing or dying city. It helps tell you if the area is worth investing in.*
- *It's the same as in newspapers. This is too late, and it doesn't add anything of value.*

- *It's good to have all this information in one document. It's like a Readers Digest, concise and condensed version. It keeps it all together.*
- *I have no need for it.*
- *It needs to be more focused on my industry to be useful.*
- *There should be more information about the labour market.*

The following were identified as being most relevant or useful:

- The economic overview;
- The labour market highlights;
- The summarized presentation of the budget; and
- The company news, including the fact that it is not limited only to larger companies.

Some people felt that the section on the national situation was too limited and should be broadened. It was noted that there is more to it than bankruptcies. It was also suggested that the negative tone of this piece on bankruptcies could discourage job seekers.

Once again, participants found the document to be well written and easy to read.

Service providers in Vancouver were aware of the existence of this product, and were moderately satisfied with it ("So-so. It's a starting point"). Employers, however, were not aware of it, but noted other labour trend-type information, such as plant shutdowns in Alberta, listings of who gets construction jobs, and discussions of international trends (with linkages to Canada and the provinces).

Related Suggestions

Participants offered a range of suggestions. These included:

- Provide a table of contents or index on the front page, something that identifies the document's highlights;
- Provide more discussion of labour market issues (and less on things like housing starts). This includes court judgements of labour cases ("Things that directly affect the labour market");
- Broaden the types of economic indicators that are included in the review ("There are more things relevant to the new economy, not just housing starts");
- Provide a summary of layoffs and new jobs, in addition to the current firm-specific information;
- Add more information on new emerging businesses;
- Add information on health and safety issues;
- Add the 'tourism' industry to the end section;
- Switch to a two-column format for easier reading;
- Add comparisons with other provinces (e.g. Manitoba bankruptcies compared to others) ("Expand it to make it more useful");
- Include references to indicate where statistics are drawn from;
- Ensure that the discussion of the national situation is sufficiently broad in scope;
- Reduce the length of the final section of company-specific information;
- Define seasonally-adjusted rates;
- Identify other related products and services provided by HRDC;
- It was not clear what the table starting with the words "Labour Force" (page three) was referring to ("Is this Manitoba only?). It was suggested that the labelling be improved;
- Place the shaded box on page 10 at the bottom of the page; and
- One service provider noted that employers with five or less employees "do not show up in the system right now", and are not included in related statistics. This was seen to be a significant deficiency that should be addressed (e.g. related statistics do not include smaller employers who rely on contract employees).

Other Observations

Mixed View of Importance of LMI

Participants were divided over the importance of labour market information to them. Service providers were unanimous in viewing LMI as useful and important information. However, after this the consensus breaks down.

With respect to employers, most people viewed LMI as somewhere between moderately important to unimportant (in Toronto, no one viewed the information they were presented with as important). Only a handful rated this type of information as very useful. For most, LMI was clearly in the nice-to-know category, not need-to-know information (e.g. six of eight in Red Deer said this, and it was one of the more supportive employer groups). As well, many felt that this information is readily available elsewhere. Also, there was a sense that for LMI to be useful, it has to focus more on their industry, a task that was seen to be too large and costly for HRDC. Employers who viewed it as moderately useful tended to see it in terms of good economic information or as potential support to recruitment efforts.

Job seekers were largely divided. While more than half appeared to view LMI as important, many of these felt that this type of information was moderately, not very important – more of a secondary rather than primary type of information ("It's fairly important"). Here, the focus was on the occupational profiles, widely seen to be the most useful type of LMI (thereafter, the perceived usefulness of the LMI drops considerably). Some felt that LMI is becoming more important ("It will be more important in future, because there will be more career transitions").

People who valued LMI felt that the occupational profiles would help improve decision making – helping people to select/change their career or aiding people thinking of relocating. Others, however, felt that such information was not useful to help people find a job ("It's oriented to people looking for a first job or wanting to switch careers, not for others"). Lack of awareness of what's available and how to use it were the reasons cited by people who thought LMI was important to explain why they have not used it.

Information Delivery and Communications Issues

With respect to delivery methods for HRDC information, including the Internet, and related communications issues, readers are referred to a report prepared by COMPAS earlier this year for HRDC on the department's information services strategy (entitled *Focus Group Research Related to HRDC's Information Services Vision*). The report contains a more detailed review of client perceptions of the strengths and weaknesses of the various delivery methods and of related communications vehicles and messaging.

The Internet

HRDC's LMI Internet website was shown to participants (all client groups) using a large monitor. A number of key pages were reviewed to provide people with a sense of what the site looks like and how it can be used. This was done without a 'live' Internet connection. Appended to this report are copies of the web pages that were reviewed.

Widespread Support for the Internet as Delivery Method for LMI

There was widespread interest in and support for the Internet as a means to deliver labour market information to clients. Participants were virtually unanimous in viewing this medium as an effective way to provide LMI to Canadians. People were able to quickly and easily identify numerous advantages associated with it, including:

- Convenience and ease of access (e.g. access from home/work, 24 hours per day);
- Speed of access and use;
- Ease of use;
- Ability to customize search according to personal needs ("You can tailor your search");
- Information seen to be more up-to-date (also seen to be easier to update);
- Environmentally-friendly ("No wasted paper");
- Lower cost ("It's cheaper than hard copy");
- Ability to handle large volumes of information/data ("You can have a whole database available on the Internet"); and
- Ability to access larger numbers of people.

It was often stressed, however, that HRDC needs to continue to make LMI available in other formats, not just through the Internet, for people unable to access the information in this way for whatever reason ("HRDC should not rely on this only. Many people cannot access it"). Some people also expressed concern that the information may not be updated frequently.

Representative comments included:

- *Great.*
- *It's more effective.*
- *The future is the Internet*
- *It's the only way to go.*
- *You can go directly to what you need.*
- *You don't have to rely on others to send information to you.*
- *How accessible is this for everybody?*

Most Said They Would Use the Website

Virtually all participants indicated an interest in and willingness to use the website to access LMI. However, this expression of interest should be seen as support for (and comfort with) the Internet as a delivery method for this type of information, rather than as an expression of interest in the LMI content of the site. A number of people noted that they would not return to the site if they did not find information that was useful to them ("I would scan the site and see. I wouldn't go back if there wasn't useful information").

A number of barriers were identified that might prevent people from using the site or using it well. Beyond the potential barrier listed first (awareness), the others tended to be cited by or about job seekers:

- Being aware of the website, including knowing its address ("Finding the site is the hard part"). This issue was very frequently cited;
- Lack of access to a computer;
- Lack of computer skills;
- Fear/intimidation on the part of people not comfortable using this technology; and
- Lack of time or need (also cited by employers).

Most participants said they were comfortable using this technology. This included virtually all service providers and employers, and a clear majority of job seekers.

While some people said they would look for LMI on the Internet, particularly service providers, many would not. Recall as well that relatively few participants, besides service providers, are currently looking for or using LMI.

Internet-Related Suggestions

A number of suggestions were offered by participants to help HRDC provide labour market information through the Internet in an effective fashion:

- Increase awareness, cited with considerable frequency. Suggestions included providing the website address on all printed materials, posters in HRCCs, adding a note on LMI and the website in envelopes with Employment Insurance payment/report cards, informing EI claimants about it when they file a claim, and public awareness initiatives;
- Keep the information as current as possible, have frequent updates;
- Provide an e-mail address or some other way to contact HRDC so that people can access help if they need it;
- Provide a 'feedback' or 'comments' section to enable website visitors to offer their thoughts and ideas about the site;
- Ensure that staff is available to help people who access the website using HRCC computers;
- Maximize access to the site through search engines (e.g. ensure that a search using the term "employment" will identify the site);
- Ensure that the LMI site is clearly identified and easily accessible from HRDC's main website;
- Provide this information on a CD so that people can access it without having to hook-up to the Internet. This was suggested by a service provider whose office serves many clients but has only one computer linked to the Internet;
- Ensure that there are not too many links to other sites. This was seen to be potentially confusing; and
- Have a site map or index so that users can know where they are within the site at all times.

Preferred Delivery Means – Internet, Followed by Publications & Face-to-Face

Participants were asked to identify the methods by which they would prefer to access labour market information. The Internet was cited most often, particularly by employers and younger job seekers, followed by publications and face-to-face contact with HRDC staff. Phone was also mentioned by some. A few people, including service providers, noted that the preferred delivery method often depends on the age of the potential user (i.e. older people are less comfortable with the newer technologies, including the Internet).

A few other methods were identified as ways of providing LMI, including:

- Video;
- Cable TV, where LMI is provided through the TV in partnership with local cable companies (service provider); and
- A 1-800 number, with reliance on staff not recorded messages ("You need personal interaction for good decisions) (service provider).

Related Communications Issues

When asked to identify how HRDC should inform Canadians about its LMI products, people tended to identify the standard types of communications vehicles. This includes ads in newspapers (in the job ads, business section), TV and radio, and inserts with government cheques and other mailings.

Also mentioned were:

- Information sessions with EI claimants and other potential users, including business;
- Schools, colleges/universities;
- Career counsellors;
- Government offices, including post offices;
- Libraries;
- Community centres;
- Bus and subway ads (e.g. sky train in Vancouver); and
- Churches.

Other communications-related ideas include:

- Increasing awareness was seen to be a key requirement. This was repeatedly cited, particularly by job seekers. This includes the need to increase staff awareness and involvement in communicating about what is available;
- Related to the above, numerous job seekers noted that HRDC must not only tell people what is available, they need to educate them about how to use it;
- Provide a one-page information sheet that identifies the types of LMI that are available and how they will benefit job seekers (and employers) ("Make it catch the eye, and put it where people go for job listings");
- Inform employers through mailings of Revenue Canada's Tables on Diskette (software to assist with payroll deductions), through references to LMI with other government mailings/materials to businesses, or through newsletters;
- Use of testimonials to encourage people to access LMI. This could include the use of statistics, if possible, to show success rates using LMI;
- Provide examples of LMI and "show how it can be used in real life";
- Target potential user groups, and go where they are (e.g. business associations, welfare/social services, youth destinations);
- Show the world of work in fun ways to appeal to youth(e.g. cartoons), have it be future-oriented;
- Provide LMI (key aspects) in languages other than English and French;
- Use simpler vocabulary, more pictures/visuals in LMI; and
- Inform businesses about what HRDC does, what programs are available to help employers and workers. As well, inform businesses that people other than EI claimants use HRCCs to find work.

HRDC LMI Recruitment Screener
(Job Seekers)

Hello, my name is _____. I'm calling on behalf of COMPAS, a public opinion research firm. We've been commissioned by Human Resources Development Canada, a federal government department, to conduct a series of discussion groups to explore issues related to the department's efforts to provide information to Canadians.

Each discussion group will last no longer than two hours. People who attend will be paid a $_____cash incentive, and refreshments will be served. Participation is entirely voluntary, and participants' comments will be treated in confidence. May I ask you a few questions to see whether you qualify for the group?

Yes	1	(CONTINUE)
No	2	(THANK & DISCONTINUE)

ASK PEOPLE IN RED DEER/TROIS RIVIERES:

1. Do you live in Red Deer (Trois Rivieres) or in the surrounding area? By surrounding area, we mean a smaller town or rural area that is 15-45 minutes outside the city center.

Red Deer	1	(THANK AND DISCONTINUE)
Outside city	2	

2. Please tell me which of the following age groups you fall into...

Under 18 years	1	(THANK AND DISCONTINUE)
18 to 25	2	
26 to 29	3	
30 to 39	4	
40 to 50	5	
Over 50	6	(THANK AND DISCONTINUE)

ASK YOUTH (AGED 18 TO 30):

3. Which of the following best describes your current state of schooling…

You go to school full-time or part-time	1
You are not currently enrolled in school	2

4. Which of the following best describes your current state of employment…

You work full-time or part-time	1	
You are unemployed and looking for work	2	
You are unemployed and not looking for work	3	(THANK/DISCONTINUE)

IF WORKING, ASK:

5. At this time, many people are feeling uneasy about their jobs and think that their jobs may be at risk. Generally speaking, would you say you are very concerned, somewhat concerned, not very concerned or not concerned at all about losing your job in the coming year?

Very concerned	1	(INSECURE EMPLOYED)
Moderately concerned	2	(INSECURE EMPLOYED)
Not very concerned	3	
Not concerned at all	4	

6. Have you used any of the information or services offered by Human Resources Development Canada, HRDC, during the past six months? HRDC is the federal government department responsible for the Employment Insurance Program and has offices with job banks and other employment services across the country.

Yes	1
No	2

7. How comfortable would you say you are with your ability to use computers? Generally speaking, would you say you are very comfortable, somewhat comfortable, not very comfortable or not comfortable at all?

Very comfortable	1
Somewhat comfortable	2
Not very comfortable	3
Not comfortable at all	4

8. Have you ever attended a discussion group which was arranged in advance and for which you received a small sum of money?

Yes	1
No (Go to Question 11)	2

9. When did you last attend one of these discussion groups?

LESS THAN 12 MONTHS AGO	1	(THANK/DISCONTINUE)
OVER 12 MONTHS AGO	2	

10. Have you attended more than five discussion groups in your lifetime?

Yes	1	(THANK/DISCONTINUE)
No	2	

11. Do you, or does any member of your household or immediate family, work in any of the following fields? (READ LIST)

ADVERTISING,
MARKET RESEARCH,
THE MEDIA (radio, television, newspapers, magazines etc.), or
HUMAN RESOURCES DEVELOPMENT CANADA

[ ] Yes (TERMINATE)
[ ] No (CONTINUE)

RECORD BY OBSERVATION

- GENDER

Female	1
Male	2

- LANGUAGE

English	1
French	2

The group discussion will take place on (DAY OF WEEK), July (DATE), at 6:00/8:00 pm. The discussion will last no longer than two hours. As mentioned, people who attend will receive a cash payment of ___ for their time, and refreshments will be served. Would you be willing to attend?

Yes	1	
No	2	(THANK & DISCONTINUE)

Do you have a pen handy so that I can give you the address where the group will be held. It will be held at _____. I would like to remind you that the session you will be attending is at 6:00/8:00 pm on July (DATE). We ask that you arrive fifteen minutes early.

As we are only inviting a small number of people to attend, your participation is very important to us. If for some reason you are unable to attend, please call so that we may get someone to replace you. You can reach us at _____ at our office. Please ask for _____. Someone will call you the day before to remind you about the discussion group.

Could I please confirm your name and telephone number?

****

RESPONDENT'S NAME: _____

PHONE #: HOME _____

GROUP TIME/LOCATION: _____

_____

Thank you.

HRDC LMI Recruitment Screener
(Employers)

Hello, my name is _____. I'm calling on behalf of COMPAS, a public opinion research firm. We've been commissioned by Human Resources Development Canada, a federal government department, to conduct a series of discussion groups to explore issues related to the department's efforts to provide information to Canadians, including business managers.

Each discussion group will last no longer than two hours. People who attend will be paid a $_____ cash incentive, and refreshments will be served. Participation is entirely voluntary, and participants' comments will be treated in confidence. May I ask you a few questions to see whether you qualify for the group?

Yes	1	(CONTINUE)
No	2	(THANK & DISCONTINUE)

1. Approximately how many employees work for your firm? (FULL-TIME EQUIVALENTS)

10 or under	1	(THANK AND DISCONTINUE)
11-50	2	
51-100	3	
101-200	4	
201-300	5	
300 or more	6	(THANK AND DISCONTINUE)

2. In what type of industry is your firm involved?

_____ (GET GOOD MIX)

3. What is your position in the company?

Director/VP of Human Resources	1	
Human Resources manager/officer	2	
President/Owner of the firm	3	
Other_____	4	(ASK TO SPEAK TO HR MANAGER/ OWNER/PRES.)

RECORD BY OBSERVATION

- GENDER

Female	1	(WATCH QUOTAS)
Male	2	(WATCH QUOTAS)

- LANGUAGE

English	1
French	2

The group discussion will take place on (DAY OF WEEK), July (DATE), at 6:00/8:00 pm. The discussion will last no longer than two hours. As mentioned, people who attend will receive a cash payment of ___ for their time, and refreshments will be served. Would you be willing to attend?

Yes	1	
No	2	(THANK & DISCONTINUE)

Do you have a pen handy so that I can give you the address where the group will be held. It will be held at _____. I would like to remind you that the session you will be attending is at 6:00/8:00 pm on July (DATE). We ask that you arrive fifteen minutes early.

As we are only inviting a small number of people to attend, your participation is very important to us. If for some reason you are unable to attend, please call so that we may get someone to replace you. You can reach us at _____ at our office. Please ask for ____. Someone will call you the day before to remind you about the discussion group.

Could I please confirm your name and telephone number?

****

RESPONDENT'S NAME: _____

PHONE #: HOME _____

GROUP TIME/LOCATION: _____

_____

Thank you.

HRDC LMI Recruitment Screener
(Service Providers)

Hello, my name is _____. I'm calling on behalf of COMPAS, a public opinion research firm. We've been commissioned by Human Resources Development Canada, a federal government department, to conduct a series of discussion groups to explore issues related to the department's efforts to provide information to Canadians.

Your name was given to us by HRDC. We are recruiting people who provide employment counseling services for this study. Each discussion group will last no longer than two hours. People who attend will be paid a $____cash incentive, and refreshments will be served. Participation is entirely voluntary, and participants' comments will be treated in confidence. May I ask you a few questions to see whether you qualify for the group?

Yes	1	(CONTINUE)
No	2	(THANK & DISCONTINUE)

The group discussion will take place on (DAY OF WEEK), July (DATE), at 6:00/8:00 pm. The discussion will last no longer than two hours. Would you be willing to attend?

Yes	1	
No	2	(THANK & DISCONTINUE)

Do you have a pen handy so that I can give you the address where the group will be held. It will be held at _____. I would like to remind you that the session you will be attending is at 6:00/8:00 pm on (DATE). We ask that you arrive fifteen minutes early.

As we are only inviting a small number of people to attend, your participation is very important to us. If for some reason you are unable to attend, please call so that we may get someone to replace you. You can reach us at _____ at our office. Please ask for ____. Someone will call you the day before to remind you about the discussion group.

Could I please confirm your name and telephone number?

****

RESPONDENT'S NAME: _____

PHONE #: WORK _____

GROUP TIME/LOCATION: _____

_____

Thank you.

Human Resources Development Canada
LMI Focus Group Study

Moderator's Guide
(Job Seekers)

Welcome and Introduction (5 minutes)

- introduce SK/PG/COMPAS
- thank for attending, value your being here today
- explain purpose of focus group discussions:
  - gauge *opinions* about issues/products/services
  - okay to disagree; no right or wrong answers; speak up if you hold different view; interested in opinions/attitudes
- research is being conducted on behalf of Human Resources Development Canada, a federal government department, to explore issues related to the department's efforts to provide labour market information to Canadians.
- looking for candor and honesty; comments treated in confidence; reporting in aggregate form only, no individuals are identified; taping for note-taking purposes; observers behind one-way glass; no services or benefits you receive from department will be affected in any way.
- any questions?

Roundtable introduction: please tell us your first name and one of your interests, sports or hobbies.

Job Search/Career Planning Information (10 mins)

If you were looking for information about your local labour market, or about specific occupations or industries, what would be your first step? That is, where would you go for this type of information?

In general, when you are looking for work or planning your career, what kind of information do you need? Anything else? Where do you get this type of information?

Does the information you are able to obtain meet your needs?

Awareness and Usage of HRDC LMI (25 mins)

Human Resources Development Canada, HRDC, is one of the main federal government departments that develop and coordinate labour market information. I'd like to ask you some questions about specific types of information that are part of what they call labour market information. But before we begin, I'd like to make sure we all have the same understanding of what it is. The labour market information provided by HRDC consists mostly of statistics and analyses on occupations, employers, labour market conditions and events, as well as employment trends. It is intended to assist individuals, businesses and community partners in making career and workplace related decisions. It may include lists, but it does not refer to actual job vacancies.

Are you aware of this type of information being available from HRDC? (GET HAND COUNT)

IF YES:

To the best of your knowledge, what kind of labour market information is available from HRDC? Anything else?

Probe: - detailed list of specific types of LMI

For those of you who may be less familiar with this type information, I'd like to give you an example of what it can look like. For instance, if the focus is on a specific occupation, this may include information about the main activities associated with that occupation, trends and current developments for the occupation, common conditions of work, wage ranges, the main industry sectors for the occupation, and potential employers.

Have any of you ever used any labour market information provided by HRDC? If so, what did you use? Anything else?

ASK USERS:

How useful was the information? How would you rate your overall satisfaction with the quality of the information? Why?

Probe: - perceived usefulness of LMI
- perceived quality of LMI

How did you use this information? Did having it affect your decisions, and if so, in what way(s)? Was anything missing? That is, was any information you needed not available? Are there any other types of labour market information that would be useful to you? If so, what?

Do you have any suggestions on how the labour market information you used could be improved so that it better meets your needs?

How did you obtain the labour market information you used? (GET HAND COUNT OF DELIVERY METHODS USED; ENSURE PEOPLE UNDERSTAND HRCC/KIOSK)

Probe: - kiosk, Internet, publication/document, in person visit to HRCC, phone (HRDC staff), group session, other?

ASK NON-USERS:

For people who have not used HRDC labour market information, why not? That is, what are the main reasons why you have not used this type of information?

Probe: - lack of awareness, need, perceived utility, etc.

ASK EVERYONE:

How many people would think of going to HRDC for this type of information? If not, why not?

Where else would you look for information about your local labour market, or about specific occupations or industries?

Reaction to LMI Products (60 mins)

What kind of information about the local labour market in your city would be most useful to you in terms of helping you find a job or plan your career? Anything else?

When the focus is on a specific occupation, such as a computer analyst or plumber, what type of information is most useful or valuable to you?

And when the focus is on a specific industry, such as retail or forestry, what type of information is most useful or valuable?

HRDC is looking at ways to improve the quality of its products and services. I'd now like to explore with you some of the labour market information products produced by the department. Some of the items may not yet be available in your area, but your feedback will help HRDC prioritize the development of these kinds of products.

Occupational Profiles (ALL)

Here are some examples of Occupational Profiles. The profiles come out once a year, and provide analyses of occupational groups, including examples of typical occupations within the groups, related job titles, work conditions, wage ranges and so on. The examples I'm distributing are for the labour market in Regina (Laval), but please ignore this and assume that something similar would be available for your city. I have included three different occupations – secretaries, mechanics and computer systems analysts. It doesn't matter which version you read, so people can pick the one of most interest to them if it's still available. Please take a few minutes to read the information in silence, and then we will discuss it as a group. It's not important that you read every word, but rather that you are aware of the type of information in each section and the way that it is written and expressed.

HAND OUT *OCCUPATIONAL PROFILES*. GIVE PARTICIPANTS TIME TO REVIEW DOCUMENT (5-7 MINUTES).

What's your overall impression of this product? Why? Would you find it very useful? Why/why not?

Probe:
- overall impression
- perceived usefulness

What information would be most useful to you? And what information is least useful? What additional information would you have liked, if any?

In general, did you find it to be well written and easy to understand? If not, why not? Were any parts confusing? If so, what parts?

What about the format or layout of the document, what did you think of it? How could it be improved?

Do you have any further suggestions on how the product could be improved?

Were you aware that this type of information product is available?

Have you ever used this type of information product? If so, how satisfied were you with it? If not, why not?

Community Profiles (ALL)

Here's a copy of a Community Profile. This also comes out annually, and provides an overview of local communities, including information about the population, transport-ation services, housing prices/rental rates, schools, municipal services and so on. This profile is for Grande Prairie, Alberta, but assume that something similar would be available for cities across Canada. Please take a few minutes to read the information in silence, and then we will discuss it as a group.

HAND OUT *COMMUNITY PROFILES*. GIVE PARTICIPANTS TIME TO REVIEW DOCUMENT (5 MINUTES).

What's your overall impression of this product? Why? Would you find it very useful? Why/why not? (IF PARTICIPANTS DO NOT SEE VALUE IN THE PRODUCT, TELL THEM IT COULD BE USED IF THEY ARE THINKING OF MOVING TO FIND WORK)

Probe: - overall impression
- perceived usefulness

What information would be most useful to you? And what information is least useful? What additional information would you have liked?

In general, did you find it to be well written and easy to understand? If not, why not? Were any parts confusing? If so, what parts?

What about the format or layout of the document, what did you think of it? How could it be improved?

Do you have any further suggestions on how the product could be improved?

Were you aware that this type of information product is available?

Industrial Profiles (JOB SEEKERS/EMPLOYERS)

Here are some Industrial Profiles. The profiles come out annually, and provide analyses of each significant industry in a community. Information includes things like employment trends/outlook, number of employers by firm size, significant employers, employment levels, main occupations, and industrial associations. The examples I'm distributing are for British Columbia, but please assume that something similar would be available for your region. I have included two industries – transportation and retail and wholesale. Once again, it doesn't matter which version you read and it's not important that you read every word, as long as you are aware of the type of information in each section and the way that it is written and expressed.

HAND OUT *INDUSTRIAL PROFILES*. GIVE PARTICIPANTS TIME TO REVIEW DOCUMENT (5-7 MINUTES).

What's your overall impression of this product? Why? Would you find it very useful? Why/why not?

Probe: - overall impression
- perceived usefulness

What information would be most useful to you? And what information is least useful? What additional information would you have liked?

In general, did you find it to be well written and easy to understand? If not, why not? Were any parts confusing? If so, what parts?

What about the format or layout of the document, what did you think of it? How could it be improved?

Do you have any further suggestions on how the product could be improved?

Were you aware that this type of information product is available?

Have you ever used this type of information product? If so, how satisfied were you with it? If not, why not?

The Internet

I'd like to show you how HRDC provides labour market information through the Internet. Please watch the monitor as I show you a website they have developed. The information is essentially the same as what we have reviewed in paper form. However, as we go through it I will describe some of the ways in which this information can be accessed (i.e. focus on functionality).

REVIEW INTERNET SITE.

In general, what do you think about this way of providing labour market information to Canadians? How does it compare with obtaining this type of information in printed form?

Probe:
- overall impression
- advantages/disadvantages

Do you think you would use this website? Why/why not? Are there any barriers that might prevent you from using this website or using it well?

Probe:
- main reasons for use/non-use
- barriers (privacy concerns if electronic transactions)

Would you look for labour market information on the Internet? If not, why not?

In general, how comfortable are you using this kind of technology? What could be done to make you more comfortable using it?

Do you have any other suggestions to help HRDC provide labour market information through the Internet in an effective manner?

Information Delivery (10 mins)

HRDC wants to provide Canadians with a range of options to obtain the information they need from the department. Labour market information can be provided through a variety of channels, including kiosks, the Internet, telephone staff, face-to-face service, publications, and through 3rd parties such as employment counselors. Which of these methods would you prefer to access labour market information? Why?

Are there other ways in which labour market information can be provided to Canadians that should be included in this list? If so, what?

Do you have any other ideas on how local labour market information can be made more accessible?

Are there any barriers that might make it hard for you to access labour market information from HRDC? If so, what? Are there any factors that might make it hard for you to effectively use labour market information? If so, what?

Communications Issues and Conclusion (10 Minutes)

Overall, how important is this type of labour market information to you? Why?

How should HRDC inform Canadians about the labour market information it provides, and encourage people to use it?

Probe:
- communications vehicles (e.g. brochures, cheque inserts, ads)
- ideas to promote information

Do you have any final comments or suggestions about any of the issues we have discussed tonight?

Thank you for your participation.

Human Resources Development Canada
LMI Focus Group Study

Moderator's Guide
(Employers)

Welcome and Introduction (5 minutes)

- introduce SK/PG/COMPAS
- thank for attending, value your being here today
- explain purpose of focus group discussions:
  - gauge *opinions* about issues/products/services
  - okay to disagree; no right or wrong answers; speak up if you hold different view; interested in opinions/attitudes
- research is being conducted on behalf of Human Resources Development Canada, a federal government department, to explore issues related to the department's efforts to provide labour market information to Canadians.
- looking for candor and honesty; comments treated in confidence; reporting in aggregate form only, no individuals are identified; taping for note-taking purposes; observers behind one-way glass; no services or benefits you receive from department will be affected in any way.
- any questions?

Roundtable introduction: please tell us your first name, the size of your company, and the industry in which you operate.

Focus on LMI (5 mins)

If you were looking for information about your local labour market, or about specific occupations or industries, what would be your first step? That is, where would you go for this type of information?

Awareness and Usage of HRDC LMI (25 mins)

Human Resources Development Canada, HRDC, is one of the main federal government departments that develop and coordinate labour market information. I'd like to ask you some questions about specific types of information that are part of what they call labour market information. But before we begin, I'd like to make sure we all have the same understanding of what it is. The labour market information provided by HRDC consists mostly of statistics and analyses on occupations, employers, labour market conditions and events, as well as employment trends. It is intended to assist individuals, businesses and community partners in making career and workplace related decisions.

Are you aware of this type of information being available from HRDC? (GET HAND COUNT)

IF YES:

To the best of your knowledge, what kind of labour market information is available from HRDC? Anything else?

Probe: - detailed list of specific types of LMI

For those of you who may be less familiar with this type information, I'd like to give you an example of what it can look like. For instance, if the focus is on a specific occupation, this may include information about the main activities associated with that occupation, trends and current developments for the occupation, common conditions of work, wage ranges, and the main industry sectors for the occupation.

Have any of you ever used any labour market information provided by HRDC? If so, what did you use? Anything else?

ASK USERS:

How useful was the information? How would you rate your overall satisfaction with the quality of the information? Why?

Probe: - perceived usefulness of LMI
- perceived quality of LMI

How did you use this information? Did having it affect your decisions, and if so, in what way(s)?

Probe: - HR planning, corporate expansion

Was anything missing? That is, was any information you needed not available? Are there any other types of labour market information that would be useful to you? If so, what?

Do you have any suggestions on how the labour market information you used could be improved so that it better meets your needs?

How did you obtain the labour market information you used? (GET HAND COUNT OF DELIVERY METHODS USED; ENSURE PEOPLE UNDERSTAND HRCC/KIOSK)

Probe: - kiosk, Internet, publication/document, in person visit to HRCC, phone (HRDC staff), group session, other?

ASK NON-USERS:

For people who have not used HRDC labour market information, why not? That is, what are the main reasons why you have not used this type of information?

Probe: - lack of awareness, need, perceived utility, etc.

ASK EVERYONE:

How many people would think of going to HRDC for this type of information? If not, why not?

Where else would you look for information about your local labour market, or about specific occupations or industries?

Reaction to LMI Products (60 mins)

What kind of information about the local labour market in your city would be most useful to you? Anything else?

When the focus is on a specific occupation, such as a computer analyst or plumber, what type of information is most useful or valuable to you?

And when the focus is on a specific industry, such as retail or forestry, what type of information is most useful or valuable?

HRDC is looking at ways to improve the quality of its products and services. I'd now like to explore with you some of the labour market information products produced by the department. Some of the items may not yet be available in your area, but your feedback will help HRDC prioritize the development of these kinds of products.

Occupational Profiles (ALL)

Here are some examples of Occupational Profiles. The profiles come out once a year, and provide analyses of occupational groups, including examples of typical occupations within the groups, related job titles, work conditions, wage ranges and so on. The examples I'm distributing are for the labour market in Regina (Laval), but please ignore this and assume that something similar would be available for your city. I have included three different occupations – secretaries, mechanics and computer systems analysts. It doesn't matter which version you read, so people can pick the one of most interest to them if it's still available. Please take a few minutes to read the information in silence, and then we will discuss it as a group. It's not important that you read every word, but rather that you are aware of the type of information in each section and the way that it is written and expressed.

HAND OUT *OCCUPATIONAL PROFILES*. GIVE PARTICIPANTS TIME TO REVIEW DOCUMENT (5-7 MINUTES).

What's your overall impression of this product? Why? Would you find it very useful? Why/why not?

Probe: - overall impression
- perceived usefulness

What information would be most useful to you? And what information is least useful? What additional information would you have liked, if any?
In general, did you find it to be well written and easy to understand? If not, why not? Were any parts confusing? If so, what parts?

What about the format or layout of the document, what did you think of it? How could it be improved?

Do you have any further suggestions on how the product could be improved?

Were you aware that this type of information product is available?

Have you ever used this type of information product? If so, how satisfied were you with it? If not, why not?

Community Profiles (ALL)

Here's a copy of a Community Profile. This also comes out annually, and provides an overview of local communities, including information about the population, transport-ation services, housing prices/rental rates, schools, municipal services and so on. This profile is for Grande Prairie, Alberta, but assume that something similar would be available for cities across Canada. Please take a few minutes to read the information in silence, and then we will discuss it as a group.

HAND OUT *COMMUNITY PROFILES*. GIVE PARTICIPANTS TIME TO REVIEW DOCUMENT (5 MINUTES).

What's your overall impression of this product? Why? Would you find it very useful? Why/why not? (IF PARTICIPANTS DO NOT SEE VALUE IN THE PRODUCT, TELL THEM IT COULD BE USED IF THEY ARE THINKING OF MOVING TO FIND WORK)

Probe:
- overall impression
- perceived usefulness

What information would be most useful to you? And what information is least useful? What additional information would you have liked?

In general, did you find it to be well written and easy to understand? If not, why not? Were any parts confusing? If so, what parts?

What about the format or layout of the document, what did you think of it? How could it be improved? Do you have any further suggestions on how the product could be improved?

Were you aware that this type of information product is available?

Industrial Profiles (JOB SEEKERS/EMPLOYERS)

Here are some Industrial Profiles. The profiles come out annually, and provide analyses of each significant industry in a community. Information includes things like employment trends/outlook, number of employers by firm size, significant employers, employment levels, main occupations, and industrial associations. The examples I'm distributing are for British Columbia, but please assume that something similar would be available for your region. I have included two industries – transportation and retail and wholesale. Once again, it doesn't matter which version you read and it's not important that you read every word, as long as you are aware of the type of information in each section and the way that it is written and expressed.

HAND OUT *INDUSTRIAL PROFILES*. GIVE PARTICIPANTS TIME TO REVIEW DOCUMENT (5-7 MINUTES).

What's your overall impression of this product? Why? Would you find it very useful? Why/why not?

Probe:
- overall impression
- perceived usefulness

What information would be most useful to you? And what information is least useful? What additional information would you have liked?

In general, did you find it to be well written and easy to understand? If not, why not? Were any parts confusing? If so, what parts?

What about the format or layout of the document, what did you think of it? How could it be improved?

Do you have any further suggestions on how the product could be improved?

Were you aware that this type of information product is available?

Have you ever used this type of information product? If so, how satisfied were you with it? If not, why not?

Labour Market Review (EMPLOYERS/SERVICE PROVIDERS)

Here's a copy of a Labour Market Review. It comes out monthly or quarterly, depending on the region. It contains analyses and interpretation of influences on the local labour market, and identifies current local industry and occupation events. The example is for Winnipeg. Please take a few minutes to read the information. Once again, it's not important that you read every word, as long as you are aware of the type of information in each section and the way that it is expressed.

HAND OUT *LABOUR MARKET REVIEW*. GIVE PARTICIPANTS TIME TO REVIEW DOCUMENT (5-7 MINUTES).

What's your overall impression of this product? Why? Would you find it very useful? Why/why not?

Probe:
- overall impression
- perceived usefulness

What information would be most useful to you? And what information is least useful? What additional information would you have liked?

In general, did you find it to be well written and easy to understand? If not, why not? Were any parts confusing? If so, what parts?

What about the format or layout of the document, what did you think of it? How could it be improved?

Do you have any further suggestions on how the product could be improved?

Were you aware that this type of information is available?

Have you ever used this type of information product? If so, how satisfied were you with it? If not, why not?

The Internet

I'd like to show you how HRDC provides labour market information through the Internet. Please watch the monitor as I show you a website they have developed. The information is essentially the same as what we have reviewed in paper form. However, as we go through it I will describe some of the ways in which this information can be accessed (i.e. focus on functionality).
REVIEW INTERNET SITE.

In general, what do you think about this way of providing labour market information to Canadians? How does it compare with obtaining this type of information in printed form?

Probe:
- overall impression
- advantages/disadvantages

Do you think <u>you</u> would use this website? Why/why not? Are there any barriers that might prevent you from using this website or using it well?

Probe:
- main reasons for use/non-use
- barriers (privacy concerns if electronic transactions)

Would you look for labour market information on the Internet? If not, why not?

Do you have any other suggestions to help HRDC provide labour market information through the Internet in an effective manner?

Information Delivery (10 mins)

HRDC wants to provide Canadian firms with a range of options to obtain the information they need from the department. Labour market information can be provided through a variety of channels, including kiosks, the Internet, telephone staff, face-to-face service, publications, and through 3rd parties such as employment counselors. Which of these methods would you prefer to access labour market information? Why?

Are there other ways in which labour market information can be provided to Canadian businesses that should be included in this list? If so, what?

Are there any barriers that might make it hard for you to access labour market information from HRDC? If so, what? Are there any factors that might make it hard for you to effectively use labour market information? If so, what?

Communications Issues and Conclusion (10 Minutes)

Overall, how important is this type of labour market information to you? Why?

How should HRDC inform Canadian businesses about the labour market information it provides, and encourage people to use it?

Probe:
- communications vehicles (e.g. brochures, cheque inserts, ads)
- ideas to promote information

Do you have any final comments or suggestions about any of the issues we have discussed tonight?

Thank you for your participation.

NOTE: Moderator's Guide (Service Providers) and Occupational Profiles available in hard copy only.